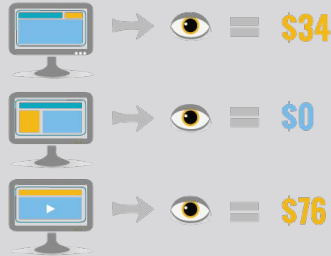


Offline Conversion Optimization with Kenshoo

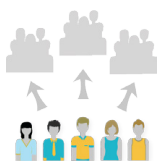
Use your in-store purchase data to measure and optimize your online search advertising campaigns



The Problem: Brands with significant sales occurring offline want the ability to tie conversions to online ad impressions.

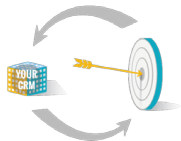
The Solution: LiveRamp data onboarding enables companies to use their offline customer data in online advertising. Onboard CRM data from LiveRamp into Kenshoo to run more efficient and effective online search ad campaigns.

Use Cases



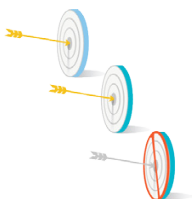
Measurement and Optimization

LiveRamp connects in-store purchase data to Kenshoo identifiers, allowing you to measure and optimize the ROI of your online search ad spend.



CRM Retargeting

Use customer data from your CRM system to create target audiences for online search advertising campaigns across channels and devices.



Ad Suppression

Reduce spending and remove loyal customers from new customer acquisition campaigns to eliminate brand fatigue.

Onboarding Process

Simply upload your customer data and distribute segments to Kenshoo. LiveRamp anonymously matches customer data to online devices through a secure, automated process that protects consumer privacy.



Key Features

- Highest match rates in industry for deterministic matching
- Accurate click identification based on browser logins in LiveRamp
- Easily integrate offline and online data
- 5–7 day turnarounds
- Conversions tied back to campaign keywords