Kenshoo™

BEST PRACTICES FOR

agile

marketing

through Kenshoo

Table of Contents

You've read the Kenshoo Guide to Agile Marketing to understand the requirements needed to succeed in today's evolving digital landscape. Now, get the insider tips on how to utilize Kenshoo's agile marketing software to transform your marketing across the following key areas:

▶ Forecasting & Planning

▶ Audience Creation & Management

▶ Channel Management & Optimization

▶ Measurement & Reporting

▶ Attribution & Analytics

Forecasting & Planning

As outlined in our Guide, an agile approach to budgeting & planning is characterized by:

1. Integrated teams with aligned objectives

2. Real-time budget planning

3. Real-time updates to plans

While this practice requires internal alignment among teams and stakeholders, budgeting, forecasting, and planning techniques can benefit from intelligent automation technology.

Forecasting & Planning
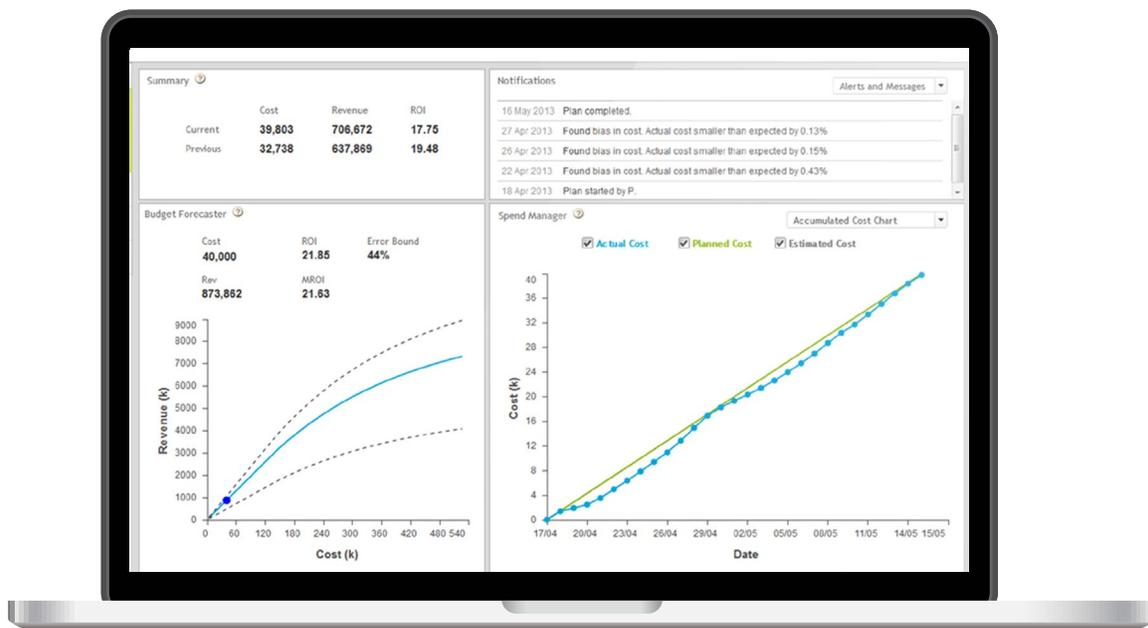
Kenshoo's forecasting and planning solution provides you with unprecedented insight and visibility into the future performance of digital marketing campaigns in order to meet your goals and objectives. This means Kenshoo can help you look beyond past performance to make informed predictions to proactively manage your programs.

By shedding light on the challenges of forecasting and budgeting, Kenshoo enables you to:

- ▶ View accurate forecasts and scenario plans for ad campaigns
- ▶ Automate spend execution to reach specific goals
- ▶ Uncover new opportunities to gain return

- ▶ Respond to market changes
- ▶ Plan for the impact of key external or internal events
- ▶ Prove program value and win additional budget

Through powerful, machine-learning algorithms, Kenshoo learns and adapts to your business and market conditions. Furthermore, by integrating across other functionality such as Kenshoo Portfolio Optimizer™, Kenshoo's forecasting solution proactively optimizes bid strategies and budget forecasts based on market information.

Kenshoo also helps you account for events, such as promotions or seasonality and even mailings or commercials, on campaign activity and market demand so the technology can adapt to these earmarked periods. These virtual "bookmarks" of certain time periods can be beneficial as reference points when looking back at the data to make performance analysis more streamlined and efficient.
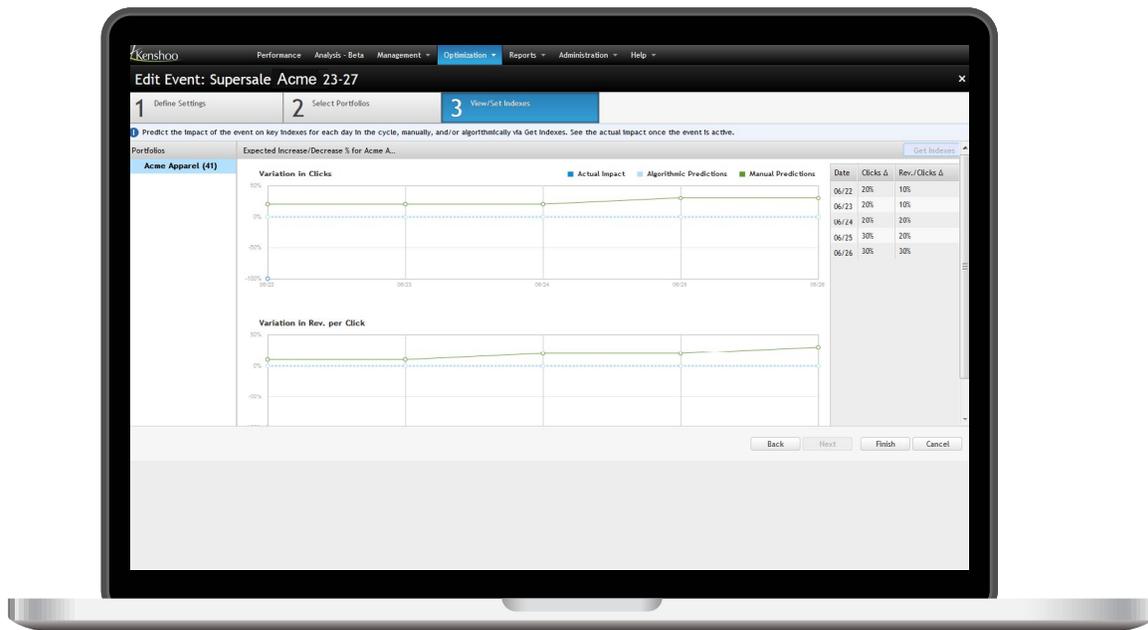

Across more than 100 marketing plans, Kenshoo's forecasting and planning solution increased client sales revenue by 53% while increasing digital marketing investments by 36%. Marketers also cited significant reduction of man-hours spent on budget analysis and pacing, in some cases as much as 20%.

Audience Creation & Management

To stay ahead of the competition, you must be able to leverage cross-channel synergies and reach your most relevant and valuable audiences by executing:

1. Cross-channel targeting with intent and interaction data

2. Retargeting based on site/purchase/search/offline history

Kenshoo's audience management solutions create opportunities for you to activate your data from search and shopping campaigns in a variety of ways to bid more effectively and discover the most valuable customers across search, social, mobile and display.


DMP INTEGRATIONS
X+1, BlueKai, Turn, AK/Neustar and more

RETARGETING INTEGRATION
Criteo

INTENT-BASED MOBILE DISPLAY ADVERTISING
Mopub, Nexage, MillennialMedia, etc.

Mobile

DISPLAY   SEARCH   SOCIAL

RLSA SUPPORT
Google

OFFLINE DATA APPEND
LiveRamp, RevTrax, etc.

INTENT-DRIVEN FBX
Facebook Exchange

INTENT-DRIVEN AUDIENCES™
Facebook

DEMAND-DRIVEN CAMPAIGNS™
Facebook

Promote high-performing products across channels with Kenshoo Demand-Driven Campaigns™ (DDC)

Through Demand-Driven Campaigns, you can automatically turn your top performing products into Facebook ads. By leveraging performance data (ROI, conversion rate, and click volume) to find the best performing products in search in combination with Facebook's sophisticated audience targeting capabilities (Custom and Lookalike Audiences and Partner Categories), DDC enables you to extend your reach into new, valuable audiences on Facebook with ads for products that are most likely to perform.

1 Merchant Inventory Feed

2 Kenshoo Universal Platform

3 Google Search

4 Product Page Views

5 Product Listing Ads

6 Purchases and Revenue

7 Kenshoo Social Ad Wizard

8 Facebook Ads
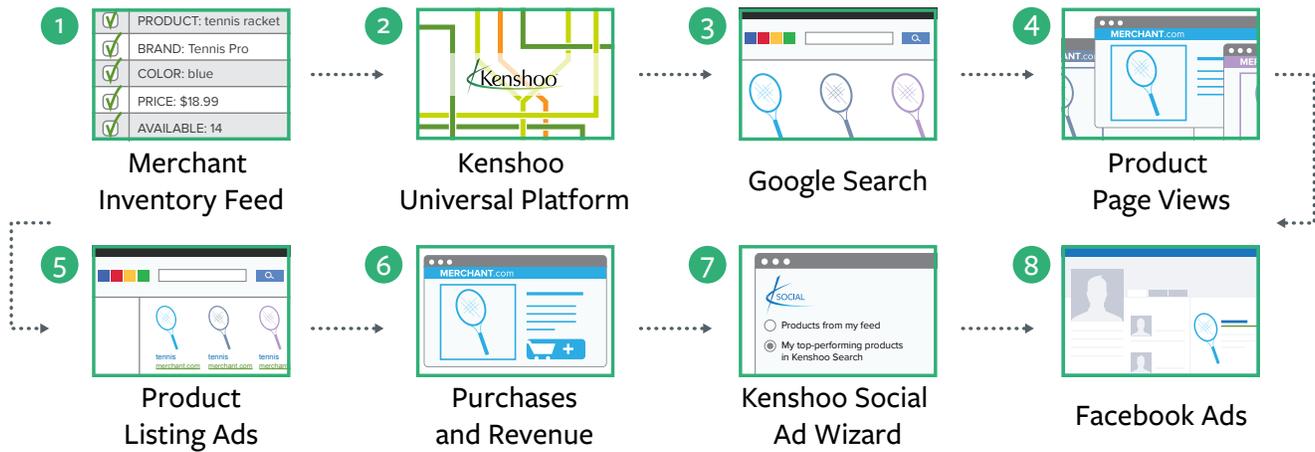
Harness search intent data with Kenshoo Intent-Driven Audiences (IDA)

IDA is a is a turn-key solution that automatically creates and updates Facebook Custom Audiences based on the intent people demonstrate through their search engine activity. This means you can target people on Facebook who are known to be currently "in-market" for specific products, brands and services, and use the information collected via search activity to target or exclude users on Facebook campaigns.

Consumer Searches — Clicks on Ad — Cookies Matched — Audiences built

Search Engines

Kenshoo + Facebook

Re-engage **Custom Audiences**

Reach New **Lookalike Audiences**
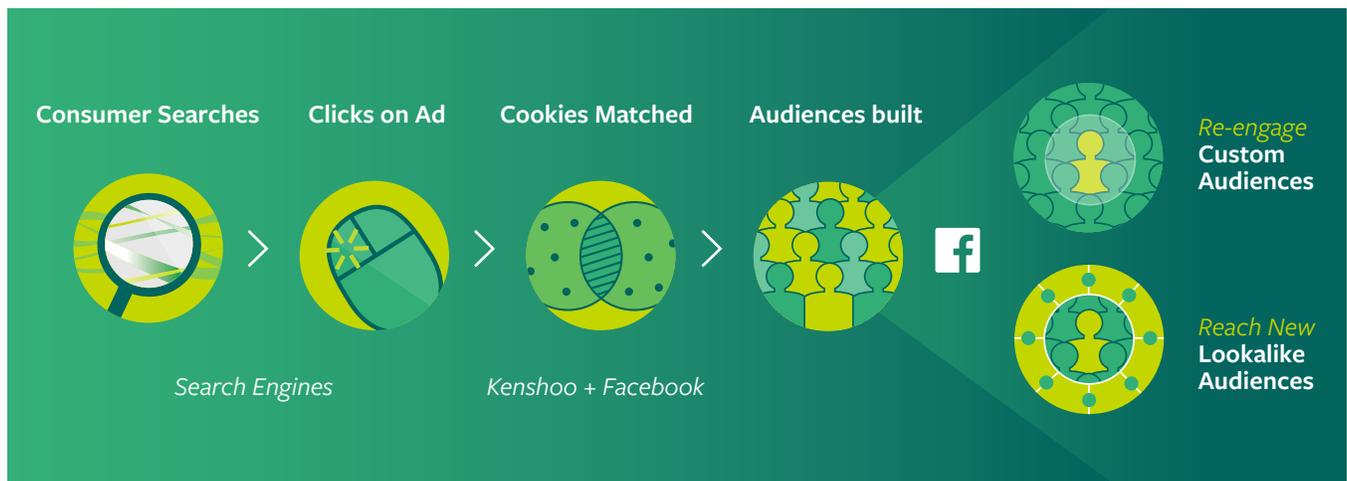
In addition, Kenshoo Intent-Driven Audiences can be used in conjunction with Facebook's existing targeting options such as Custom Audiences and Lookalikes. For example, with IDA you can easily create an audience of consumers who click on your paid search campaigns, automatically aggregating the users into Custom Audiences based on the campaign structure and the keywords of the ads that were clicked. Then these audiences can be expanded with Lookalikes to achieve more reach, scale, and customers.

Inform display targeting based on search activity

Reach new audiences and re-engage customers on desktop and mobile with display ads based on search intent. Through a partnership with AppNexus, you can activate data across display and in-app placements on exchanges like MoPub, Nexage, and other select, certified supply inventory sources. Execute highly targeted creative tailored to a consumer's search engine activity to improve message relevancy and influence brand affinity and likelihood to purchase.

Improve Retargeting on The Facebook Exchange (FBX)

FBX is an effective way to execute retargeting and generate significant incremental conversions from consumers who have already visited your brand's website. This approach becomes even more powerful by layering on additional consumer information. By taking into account paid search and Google Shopping campaign data, Kenshoo enables you to segment and retarget your audience through FBX based on traffic delivered through these media and optimize bids based on performance data (such as CPC, CVR, and ROI).

PLA Click

Website Visit
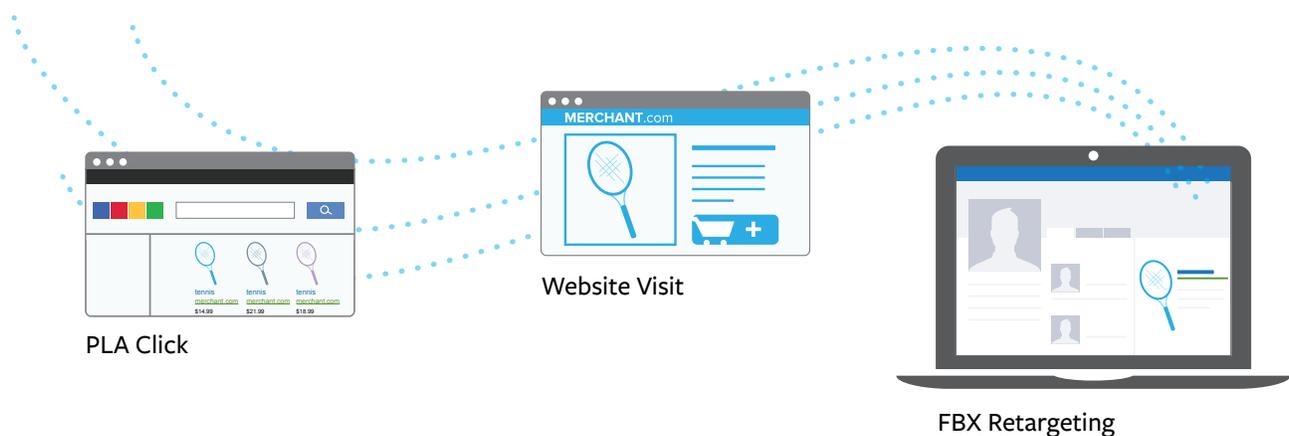
FBX Retargeting

Define audience cohorts using Google Remarketing Lists for Search Ads (RLSA)

Kenshoo's support for Google Remarketing Lists for Search Ads (RLSA) enables you to automatically optimize search bids when retargeting cohorts of consumers based on actions taken on your brand's website.

|	C	Audience	●	Campaign Name	Campaign Status	Ad Group Name	Ad Group Status	Bid Adjustment	Targeting Settings	Impressions	Clicks	CTR	Cost ↓	Avg. CPC
☐	G	Oded's Aud	●	RLSA_8040	Active	ADG5_failure	To Pause	0%	Bid only	0	0	0.00%	£0.00	
☐	G	Sergey Example	●	RLSA_8040	Active	ADG4	Review	0%	Target and Bid	0	0	0.00%	£0.00	
☐	G	purchasers	●	RLSA_8040	Active	ADG3	Active	0%	Target and Bid	0	0	0.00%	£0.00	
☐	G	People who visite...	●	RLSA_8040	Active	ADG2	Active	0%	Bid only	0	0	0.00%	£0.00	
☐	G	oria	●	RLSA_8040	Active	ADG1	Active	0%	Target and Bid	0	0	0.00%	£0.00	

Tap into display retargeting through 3rd party partnerships

Through a partnership with Criteo, Kenshoo enables you to acquire visitors through paid search and convert lost prospects with display retargeting, helping you understand how search and retargeting work together to boost conversions.

SEARCH   **BROWSE**   **RETARGET**

Layer on data to segment new audiences with Data Management Platform integrations

Kenshoo has integrated with several leading Data Management Platforms (DMPs), including BlueKai, X+1, Turn and Aggregate Knowledge/Neustar, so you can leverage search campaign structures and keyword performance to create and segment audiences from data managed by the DMP, allowing for extended targeting across other marketing channels, such as display and email.
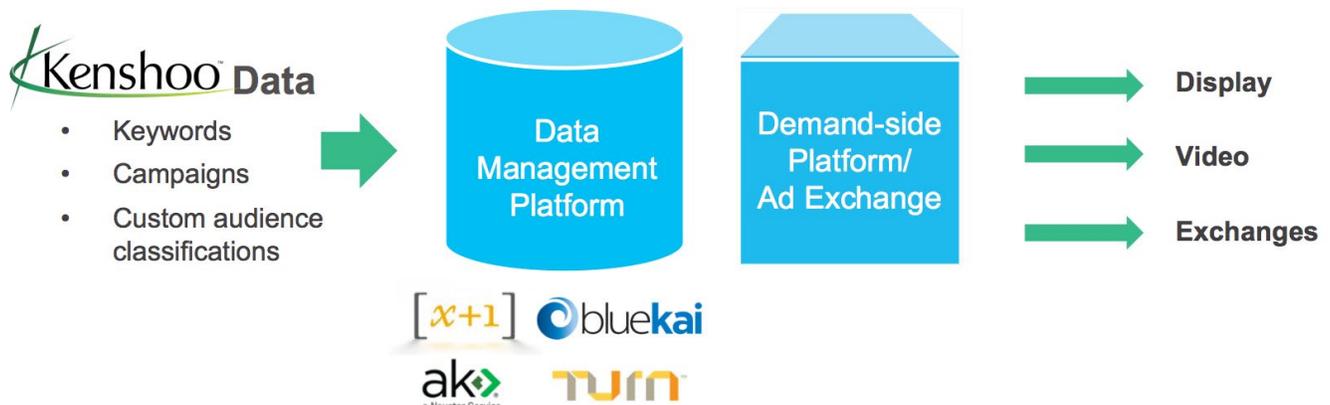
Take an integrated approach to optimization with real-time activation by ensuring you have:

1. Technology platforms with deep integrations

2. Optimization based on business goals and marketing opportunity

Channel management partners such as Google, Yahoo, Bing, Facebook, and Twitter enable Kenshoo to provide efficient and scalable campaign creation and the execution of comprehensive bid management. Additionally, a deep set of optimization partners means you can improve campaign performance and make holistic decisions, with the foresight into future potential.

With best-in-class portfolio bid management, Kenshoo can optimize for almost any business goal – including ROI, LTV, lead generation, or branding.

Kenshoo Portfolio Optimizer (KPO), Kenshoo's proprietary solution for portfolio bid optimization, runs predictive models and automatically clusters keywords across multiple attributes to maximize campaign results. KPO leverages advanced algorithms to compile historical data, analyze current performance, and account for forecast potential to build hundreds of thousands of statistical models. This allows you to gain unmatched insights into the impact of each bid change upon your entire keyword portfolio. By focusing on marginal ROI—the value derived from the next unit of spend invested in a portfolio—the KPO algorithm considers the opportunity cost of each keyword and takes holistic action.

If you have low keyword data volume, Kenshoo offers a solution to remove the barrier to model-based optimization with Kenshoo ActiveCluster for keyword model policies. ActiveCluster technology groups keywords with similarities across multiple attributes in order to make informed predictions. The statistical significance of the keyword clusters is re-evaluated daily to ensure the policy's performance is optimal.

KEYWORDS   KEYWORDS WITH **ACTIVECLUSTER**   KEYWORDS WITH **ACTIVECLUSTER**

STATISTICAL SIGNIFICANCE
LOW TO HIGH
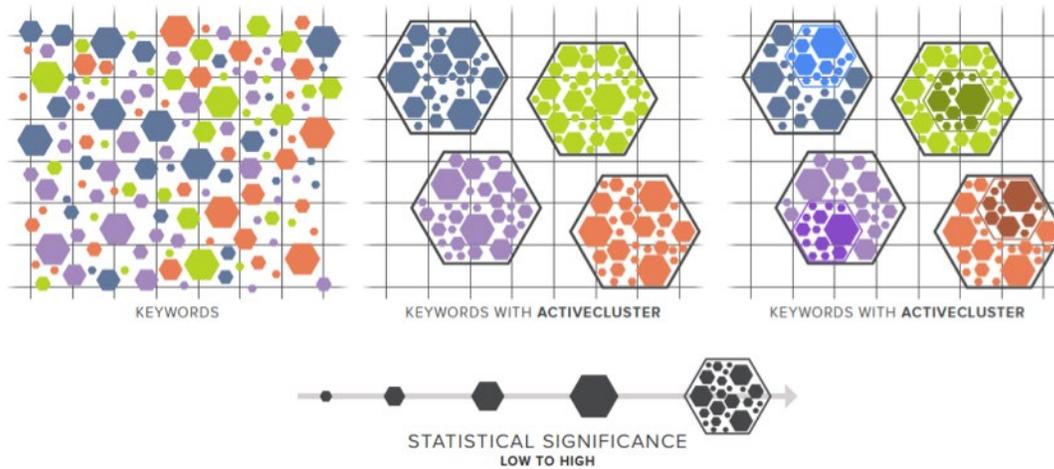
Kenshoo also has the ability to ingest a variety of rich online and offline data such as that from phone calls, commerce platforms, CRMs, and more that can be used to influence campaigns optimization.

In today's era of Big Data, you must be able make informed decisions by gaining access to insights through:

1. Cross-device and cross-channel measurement

2. Automated reporting with business application

Through Kenshoo, you can create a holistic picture by viewing de-duped data that can be attributed, reported, and acted on across channels, devices, and activities.

Kenshoo allows you to make use of this data in many ways, through flexible, schedulable data exports and a comprehensive reporting suite – providing everything from drag-and-drop online dashboards, to customizable Excel reports, and even a mobile reporting app.

Within the Analysis Grid, you can create custom views and drill into filters so you can find the elements driving performance, gain valuable insights, and make mass changes to those elements, all within one interface. Furthermore, through a customizable, visual dashboard, Kenshoo enables you to create bespoke reporting views based on the metrics that matter most to you.

Measurement & Reporting
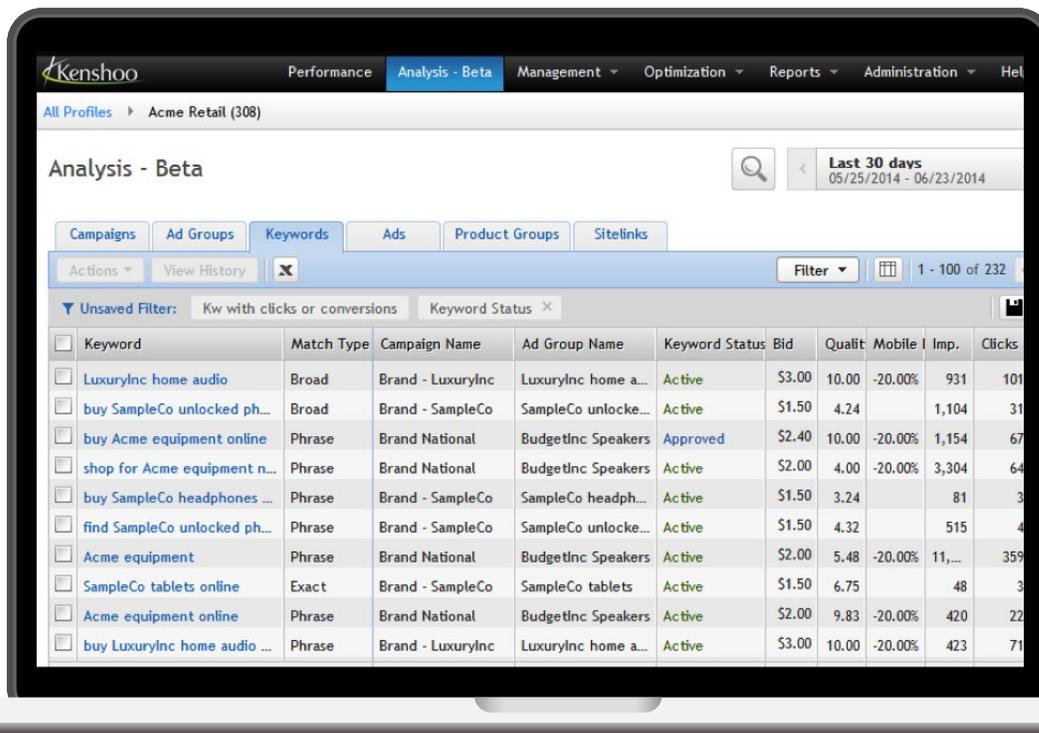
Gain a macro-level view of activities through powerful Scheduled Reports that pull in data from all profiles and search engine accounts and support more than 40 metrics and attributes, spanning in format from profiles to keywords. With Kenshoo's easy-to-use Dimensions tagging, you can also define any number of custom attributes for any elements in your programs, making for quick and easy rollups across these categories in reporting, as well as action or optimization at the attribute level.
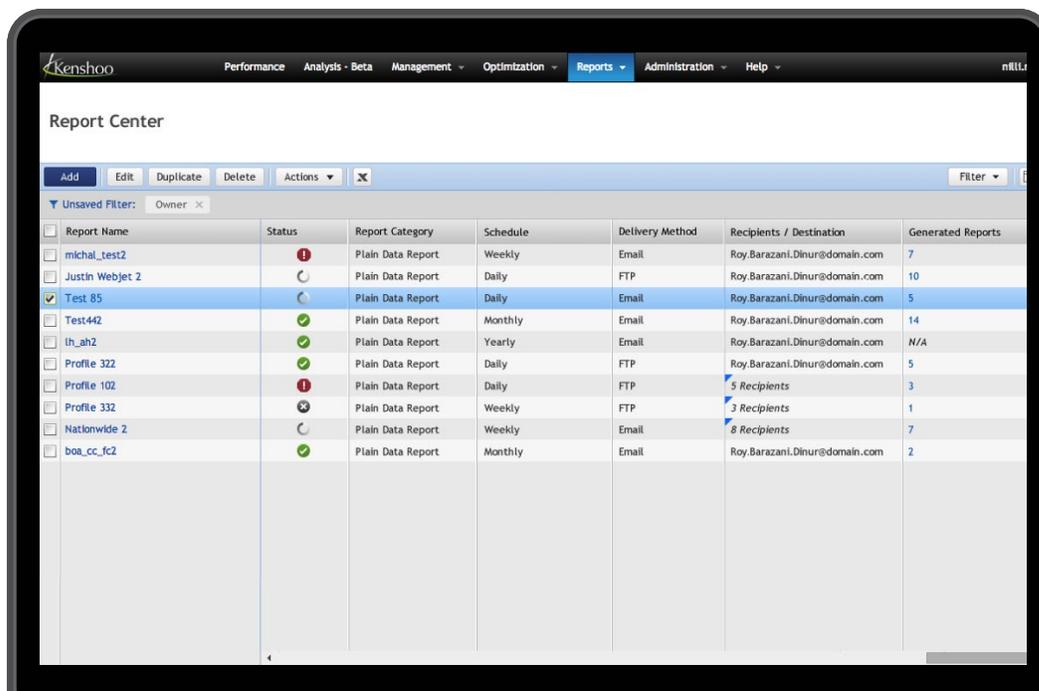
Measurement & Reporting

Drill deeper still by exploring ad-hoc opportunities to create reports on campaign elements or performance criteria through our Advanced Search functionality. You can also download performance data into our desktop editor to manipulate and analyze data in an offline environment.
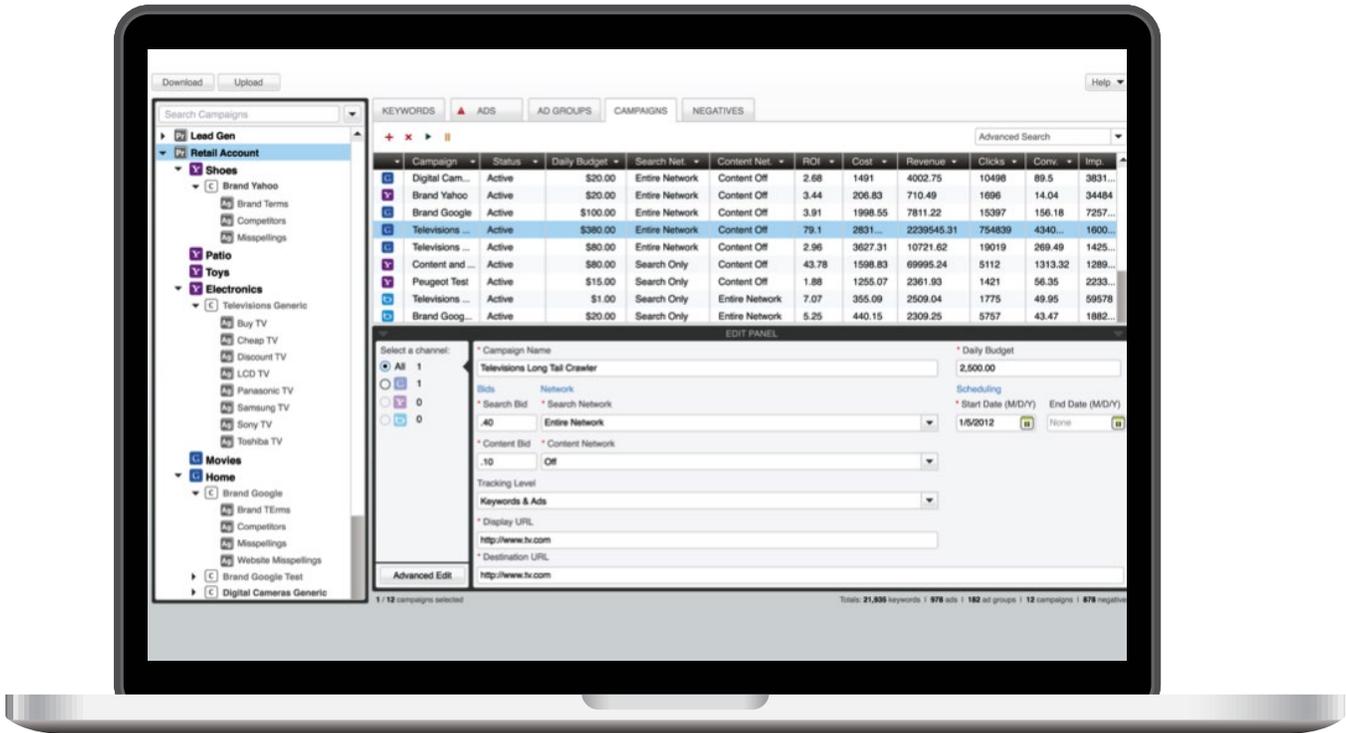
Reports can also be viewed while on-the-go through our iOS app, Kenshoo Anywhere. View your Kenshoo on your mobile device, share reports with team members, and gain real-time into performance, even when you're not at your desk so you can be agile and stay ahead of the curve.
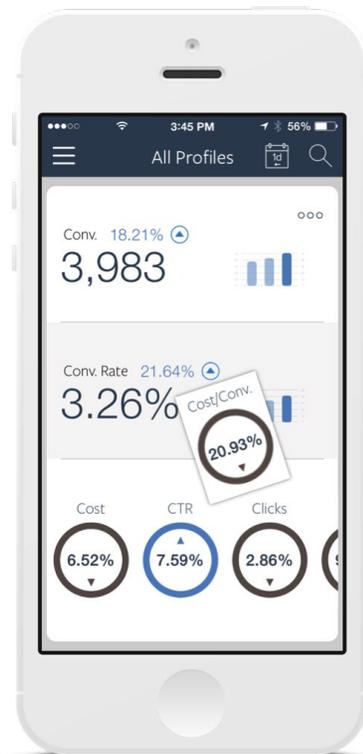
Go beyond static measurement to apply insights and take action with:

1. Multi-touch attribution tied to bidding

2. Success measurement based on achieving actual business goals

A Forrester Consulting survey on cross-channel attribution commissioned by Kenshoo revealed that 68% of marketers are eager to directly integrate attributed results into media buying platforms. Kenshoo's attribution solutions, both linear and dynamic, are unique because they are designed to be actionable by tying attribution to bidding outcomes.

Kenshoo offers several standard multi-touch attribution (MTA) models and comprehensive path-to-conversion reporting so you can gain insights at each stop on the customer journey, right up through conversion. There are six off-the-shelf conversion attribution models (First-Only, Prefer First, Divide Equally, Prefer-Last, Last-Only, and U-shape) as well as the option to create custom models that span across any number of conversion types or activities specific to your business.

Moving beyond last click, the Attribution Simulator Report allows you to explore the attribution policies outside of what you're currently using to determine which policy is most optimal. This report enables you to drill down into an analysis of channel and dimension performance to uncover opportunities to expand reach and optimize your keywords and campaigns.

Attribution & Analytics
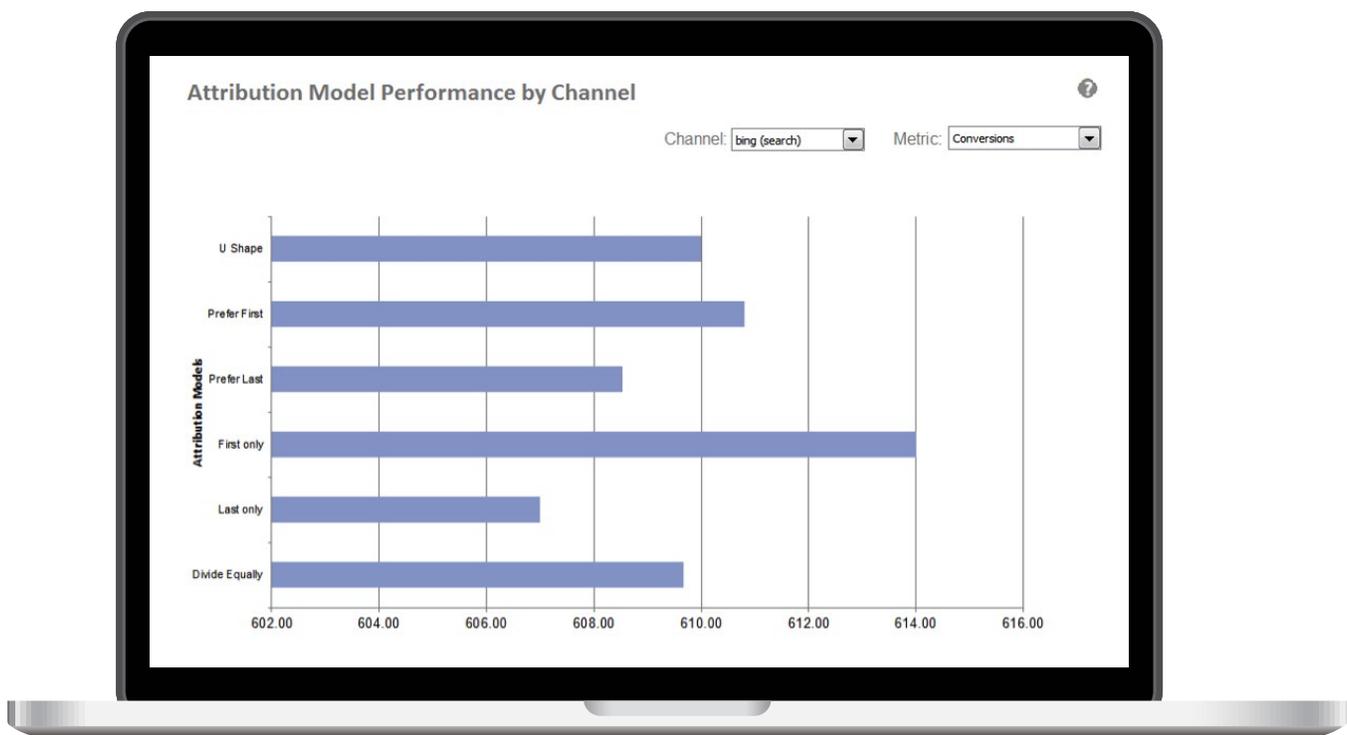
Beyond standard, static attribution, Kenshoo also offers dynamic attribution modeling. By taking into account factors like causality, synergy, and customer loyalty, the solution assesses the role of each ad in the conversion funnel and redistributes the attribution weight accordingly. Then, by connecting attribution to your bidding, you can improve campaign performance with automatic budgets and bids adjustments based on the actual value of each ad placement across channels for a full-circle agile approach to marketing.
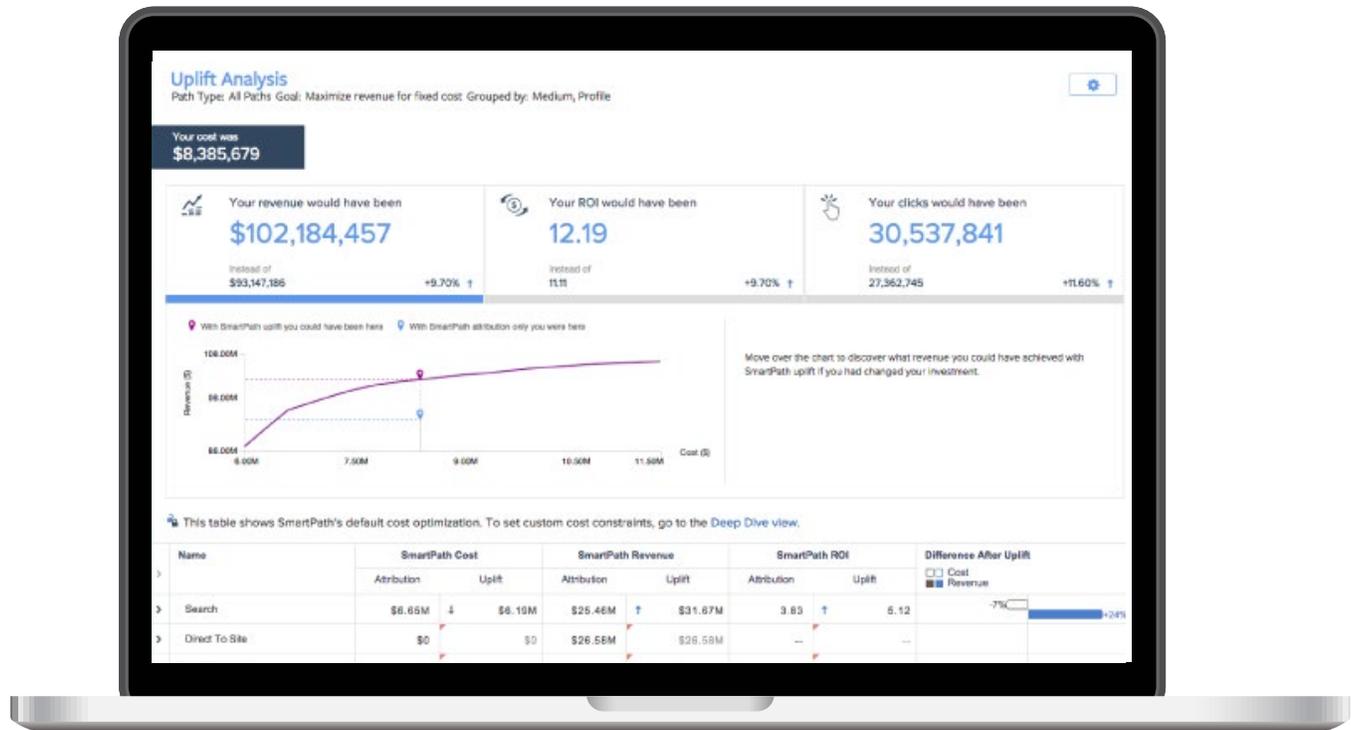
Summary

Kenshoo provides the solutions you need to turn the challenges of today's complex marketing environment into opportunities to succeed now and in the future. With our industry-acclaimed agile marketing software, Kenshoo can help you make your investments work harder, focus on the strategic parts of your business, plan and execute across channels and devices to find your audiences, and elevate your digital marketing.

Contact us today to learn how you get on the road to becoming an agile marketer and transform your approach with Kenshoo.