

Mimoni Leverages Kenshoo's Automated Actions to Identify Top Performing Ads and Decrease CPA by 60%

BACKGROUND



MiMoni is an innovative pioneer in the credit risk assessment and lending industry. Through its proprietary risk technology developed over the past 5 years, MiMoni is able to provide short term loans for the unbanked in Mexico.

CHALLENGE

Prior to partnering with Kenshoo, Mimoni had been managing its social advertising program via Facebook Power Editor. The team sought to scale its Facebook program and decrease cost per acquisition (CPA) while maintaining the same headcount.

To do so, Mimoni needed a more sophisticated platform that could automate tasks and optimize bid and budget management. In addition, the team needed to hit set cost

RESULTS

Within one month, Mimoni began to generate positive results. Using Kenshoo's tools built to streamline workflows and automate campaign management, the team was able to lower cost per acquisition while decreasing spend slightly. In addition, by automating the ad creation process and utilizing Automated Actions to identify top performing ads, the team drove an increase in overall time savings and efficiency.

per registration goals while generating an increase in onsite credit request form submissions.

SOLUTION

Mimoni chose to partner with Kenshoo to manage its Facebook advertising campaigns. With more robust bulk campaign creation, bidding and budgeting, and audience targeting capabilities, the team generated positive performance in a short amount of time. Mimoni leveraged the following Kenshoo functionality to drive success:

- ▶ Use Kenshoo Personas to target and identify top performing audiences
- ▶ Leverage Kenshoo's streamlined bulk ad creation process to increase overall efficiency
- ▶ View Kenshoo's Analysis Grid to optimize and take action on ads on a daily basis
- ▶ Utilize Kenshoo's Automated Actions to identify best performing ads and pause those with poor performance to increase credit request form submissions



60%
decrease in CPA

“By partnering with Kenshoo to manage our Facebook advertising campaigns, our team has been able to easily identify and segment key audiences to create, target, and save personas, thus increasing time savings. Leveraging Kenshoo's Automated Actions allowed us to determine which ad performed best and automatically pause poor performers, thus enabling us to meet our cost per registration goals.”

— Constantino Madero, VP Marketing & Co-Founder, Mimoni