



Create Scalable Success with Facebook Ads

Kenshoo enables marketers to scale Facebook advertising efforts with market leading optimization and workflow automations that build brands and generate demand.

Portfolio Optimizer (KPO)

Built on top of Facebook optimization, use Kenshoo Portfolio Optimizer to meet overall target ROI and CPA goals while scaling spend. Algorithms study the performance of ads on an hourly basis and adjust bids and budgets accordingly.

33%

INCREASE IN PROFIT



Automated Actions (AA)

Automate optimizes and improve workflow efficiencies through rule-based actions. Monitor ads in real time, pause ads based on defined performance metrics, adjust budgets by time of day, and increase bids on ads with high return.

60%

DECREASE IN COST PER INSTALL



Performance Driven Ads (PDA)

Automatically create Facebook dynamic product ads from your top performing Google Shopping Campaign (GSC) products. Product sets are updated daily based on performance criteria in a set time frame, automatically expiring ads not meeting the criteria.

40%

LOWER COST PER CONVERSION



Intent Driven Audiences (IDA)

Co-developed by Kenshoo and Facebook, Intent-Driven Audiences leverages search data to improve your Facebook and Instagram marketing campaign ROI. Through a process of matching clicks on search engine ads to audiences on Facebook and Instagram, marketers are able to leverage search intent data for maximizing conversion rate based on any objective.

2X

CONVERSION RATE



INTRODUCING

Creative Manager

Deploy ads faster by managing, trafficking, sequencing and optimizing creative assets. Creative Manager offers a unified marketing view to all creative with support for context-sensitive formatting and ad sequencing so marketers can tell their stories across all channels.



Facebook had the levers to pull while Kenshoo offered the tool to create efficiency and performance.

— Molly Singraber, Senior Paid Social Media Analyst, Walgreens

