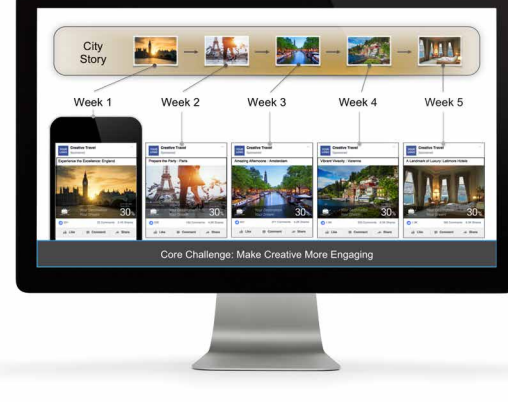
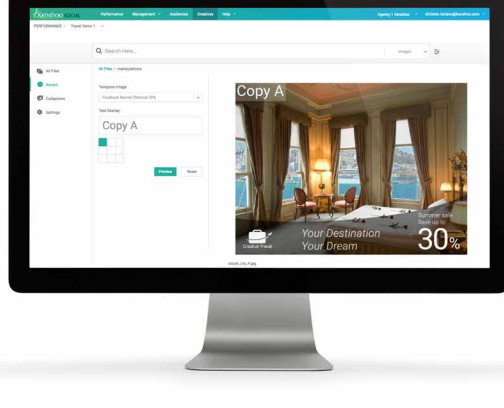
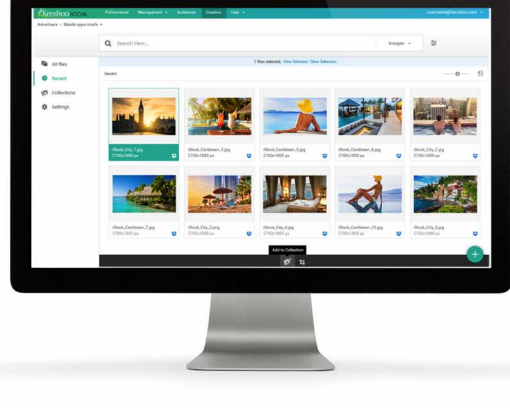


Scaling Social Success with Kenshoo

SCALE YOUR CLIENTS' CAMPAIGNS WITH WORKFLOW AUTOMATION

CREATIVE MANAGER:

Eliminate creative bottlenecks with unified organization and control of your clients' assets. Find, format, sequence and optimize creative across publishers for richer storytelling at scale.



PERSONAS:

Save time and maximize performance by easily creating, reusing, and updating your clients' most valuable audiences.

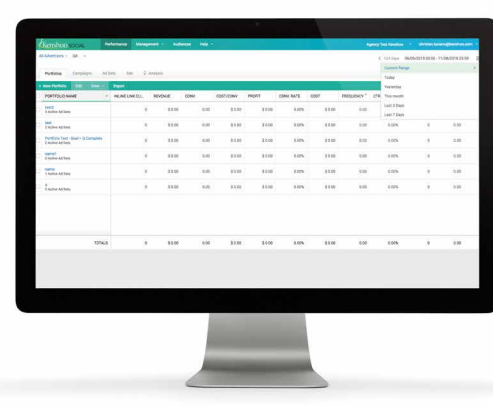
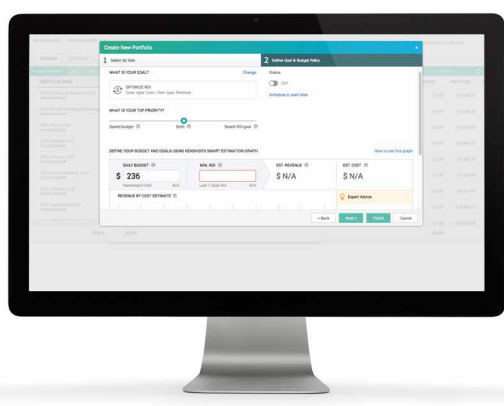
AUTOMATED ACTIONS:

Amplify the efficiency of your team with Kenshoo's always-on rule engine that automates campaign maintenance.

BUILD BRANDS AND GENERATE DEMAND WITH ADVANCED OPTIMIZATION

KENSHOO PORTFOLIO OPTIMIZER (KPO):

Meet your clients' ROI and CPA goals with an algorithm that studies performance hourly and adjusts bids and budgets automatically.



RULE-BASED OPTIMIZATION:

Reduce time spent on manual optimization by automating adjustments like pausing ads, changing bids and pacing spend according to your clients' needs.

SOCIAL HALOGEN:

Stay ahead of the competition with a dynamic forecasting tool that looks across your clients' campaigns to map investment levels to marketing opportunities.

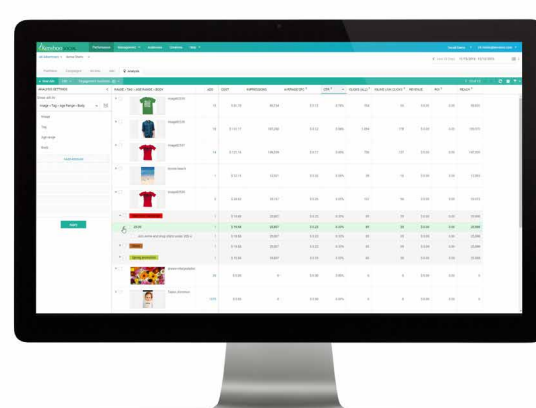
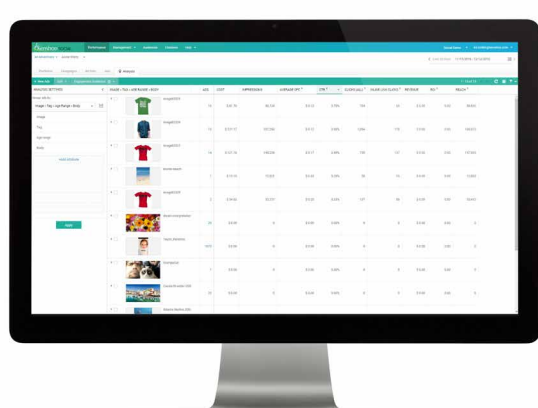
GET UNIFIED INSIGHTS AND REAL-TIME CONTROL WITH ROBUST REPORTING

ANALYSIS GRID:

Analyze the path to purchase and take immediate action to optimize with a report that allows you to group ads by up to 10 different attributes and filter by the performance that matters most.

CUSTOM METRIC:

Define success the same way your client does. Automatically optimize your clients' campaigns to whatever calculation they use to measure performance.



NAMING TEMPLATES:

Ensure reports are easily readable with templated naming conventions.

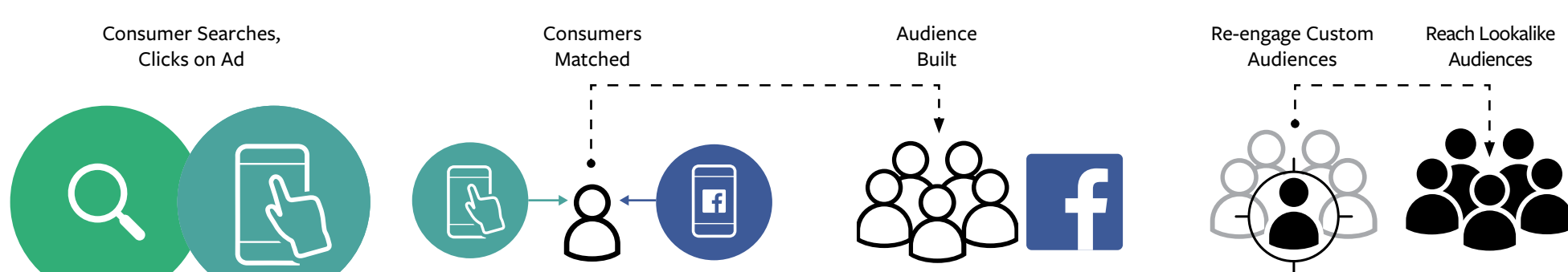
INTEGRATIONS:

Maximize your investments through integrations with attribution, cross-device and offline data partners. Automatically append 3rd party tracking parameters and pull in 3rd party conversion data for optimization, reporting and analysis.

SEARCH + SOCIAL = BETTER TOGETHER

INTENT DRIVEN AUDIENCES:

Reach valuable users on Facebook that have shown interest in your products via their search activity. Continue the conversation, lower CPC, and maximize both your search and social ROI.



CROSS CHANNEL CONVERSION TRACKING:

Gain cross-channel insights on consumers' path to purchase with the Kenshoo pixel. All attribution models can be customized with the attribution window you choose.

PERFORMANCE DRIVEN ADS:

Automatically create Facebook Dynamic ads from your top performing Google Shopping products. Products are updated daily based on performance criteria.

INTENT DRIVEN AUDIENCES SUCCESS STORY



LOWER CPA ON FACEBOOK



HIGHER CONVERSION RATES

“By retargeting searchers on Facebook, and using lookalikes to find similar users, we saw an almost immediate increase in more qualified conversions on the Jaguar and Land Rover websites.”

– Jon Mottel, Associate Director, Paid Social, Mindshare

KPO SUCCESS STORY



GROWTH IN DAILY BUDGET



MORE CAMPAIGNS



IN REVENUE

“Kenshoo's automation capabilities have contributed to our client's campaign's success. And, the fact that we can optimize to our own custom ROI calculation has enabled us to scale significantly. Both the client and our team is very happy with how it's worked out.”

– Seth Lytton, Group Account Director, Resolution Media