

Bully Pulpit Interactive Cuts Facebook CPA and Time Spent Optimizing in Half

BACKGROUND



Bully Pulpit Interactive (BPI) is a digitally-based marketing and communications agency that wins hearts and changes minds for companies and causes. BPI works to simplify the complex, shift public opinion, manage in a crisis, position brands and drive effective global campaigns for clients. BPI applies the lessons of politics to brands and has supported over 400 clients across multiple continents. These include 8% of FORTUNE 100 companies, Presidents, Senators and Prime Ministers, as well as several of the top non-profits around the world.

CHALLENGE

BPI works on behalf of candidates, causes and corporations to reach specific audiences with a focus on individuals instead of broad demographics. BPI employs a wide range of media partners and leverages Kenshoo's platform to optimize its Facebook and Instagram marketing campaigns at scale while maintaining aggressive KPI goals. Prior to using Kenshoo, challenges for the BPI team included the time spent on creating manual KPI reports and the inability to make quick budget adjustments.

SOLUTION

Kenshoo developed Social Portfolio Optimization (KPO), a proprietary solution to help advertisers automate their optimization efforts across Facebook and Instagram. Taking into consideration the complexities of the Facebook auction, KPO made the necessary bid and budget adjustments at an hourly cadence across a portfolio of ad sets to meet an overall cost-per-acquisition (CPA) goal, all while scaling reach and spend.

Additionally BPI integrated automated targeting and scheduled reports to feed into their own backend reporting system and data platforms. Together these solutions have exceeded KPI goals and have left the team with additional time to focus on strategy as opposed to reporting.

RESULTS

BPI's team was able to beat their CPA goal (main KPI) by 50% while achieving their daily budget goals for the first time ever. BPI's team was able to cut the time in half that it normally took to reach a CPA goal for a client, allowing faster optimization schedules and feedback loop during important campaigns.

50%

lower CPA

50%

quicker
optimization

“Kenshoo has been a great partner. Prior to this year, we were already seeing great performance as a result of Kenshoo's intuitive workflows, easy automation tools and first-class client support team. With the introduction of Kenshoo's Portfolio Optimization, we were able to take that success to another level.”

— Mike Schneider, Managing Director, BPI