

Scale Bing Shopping Campaigns

Shopping campaigns attract more attention from customers and make your retail ads pop on the search results page. You can expand your shopping reach to Bing and maximize results with minimal additional effort using Kenshoo Search.

Eliminate Manual Campaign Maintenance



SHOPPING CAMPAIGN MANAGEMENT

Manage your Bing Shopping Campaigns together with search campaigns from all publishers in one Kenshoo user interface. Take advantage of bulk operations and automated actions to streamline campaign management, saving time and making your day-to-day easier.



SHOPPING CAMPAIGN MIRRORING

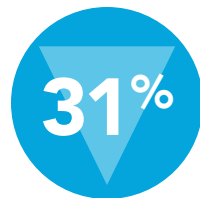
Scale your shopping campaigns quickly and easily by copying and synchronizing your Google Shopping Campaigns to Bing. Campaign mirroring allows you to create and maintain your shopping campaigns in one place, keeping campaign quality high with minimal effort.

Client Success:

DIVERSIFIED FINANCIAL SERVICES COMPANY

Increased Bing campaign volume and quality with campaign mirroring.

RESULTS:



LOWER CPA



INCREASED BING CLICKS



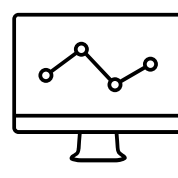
INCREASED BING CTR

Achieve Business Goals



SHOPPING OPTIMIZATION

Use machine learning to automatically optimize your bidding across publishers to achieve business goals with Kenshoo Portfolio Optimization (KPO). Define your budget and KPIs, and Kenshoo takes care of the rest.



FORECASTING AND BUDGET MANAGEMENT

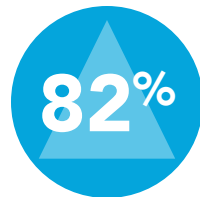
Predict the impact of your budget and meet your goals with Kenshoo Halogen, allowing you to put your money where it counts – across shopping and text campaigns and across publishers.

Client Success:

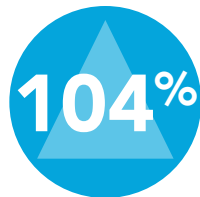
SHOPDIRECT AND VERY.CO.UK

Drove lift and efficiencies during holiday season with KPO across Google and Bing.

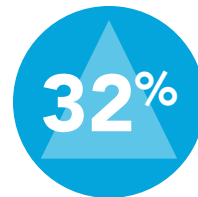
RESULTS:



INCREASED COMBINED REVENUE

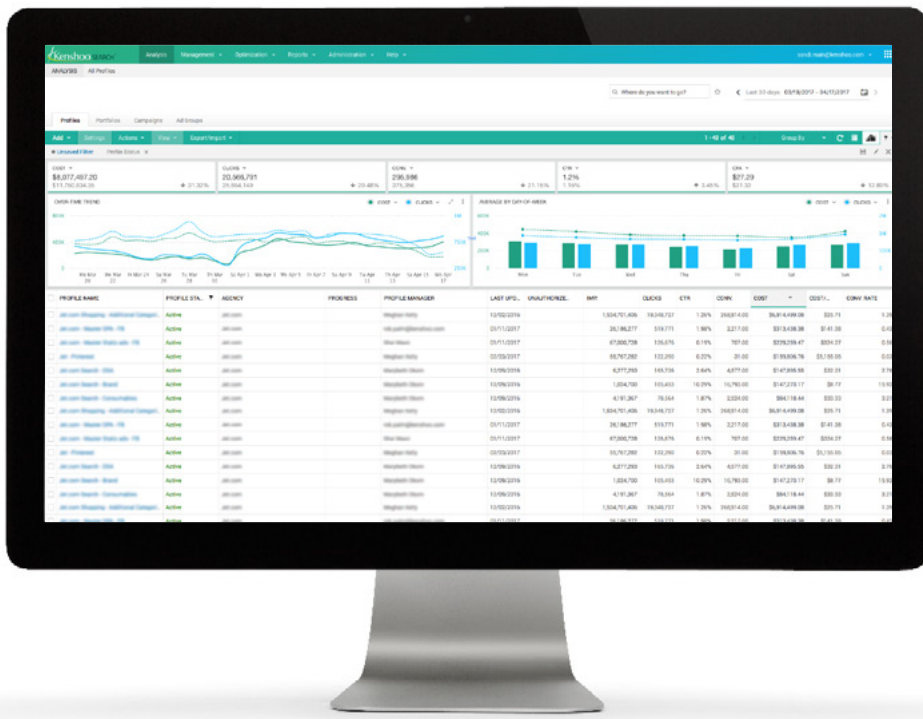


INCREASED SHOPPING REVENUE



INCREASED SHOPPING ROI

Gain Unified and Actionable Insights



UNIFIED REPORTING

Make smarter advertising decisions with cross-publisher insights—including online and offline reporting. Tailor conversions and performance metrics to your business, and quickly act on your insights with scheduled actions.

Get Started Today

For more information, reach out to your Kenshoo Client Success Manager or [contact us](#).