



CASE STUDY

Skyscanner and Kenshoo: Six Years of a Performance Driven Partnership

BACKGROUND

Founded in 2003, Skyscanner is a leading global travel search site with more than 50 million people using it every month to compare their flight, hotel and car hire options. Skyscanner is available in over 30 languages.

Following a competitive pitch against Marin Software and Adobe back in 2011, Kenshoo was selected to help Skyscanner automate, optimise and scale its search advertising efforts. Six years on, the two companies have developed a true partnership based on performance, efficiencies, trust and innovation.

CHALLENGE

Back in 2011, Skyscanner's main goal was to increase traffic to the site while hitting spend and ROI targets. In addition, it wanted to expand seamlessly into new markets and apply a better in-language and regional approach market-by-market.

Today, the challenge has evolved. Having used **Kenshoo's Portfolio Optimiser** for six years to automate portfolio bid optimisation, the team has continually delivered superior results. Now the challenge is to find new ways to remain competitive and be the first-to-market with the latest innovations, whilst continuing to maximise revenue from Search.

A TRUE PARTNERSHIP

Kenshoo and Skyscanner have developed a true partnership. Skyscanner is invited to input into the Kenshoo Product Roadmap on a regular basis and the Client Success Team at Kenshoo ensures that they are always involved in new product betas that keep them first-to-market with new features and innovations.

For example, Russia is one of Skyscanner's biggest markets and therefore Yandex is critical to its strategy. However, until 2016, all bidding on Yandex was managed manually by the Skyscanner team. Following a request to develop a more sophisticated bidding algorithm within Kenshoo, the teams worked closely together to develop this functionality. Today Skyscanner enjoys the same performance, time and efficiency savings from Yandex as it does from Google, via Kenshoo.

Similarly, following a recent overhaul of its Google Adwords campaigns Skyscanner has adopted **Kenshoo Campaign Mirroring** to replicate their campaigns onto Bing, again saving time and money and driving greater performance.

RESULTS

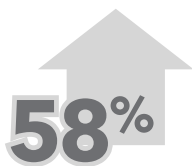
Since using Kenshoo Portfolio Optimiser on Yandex, the team has improved the efficiency of its Yandex search campaigns significantly. Whilst advertising spend increased by 14%, revenue actually increased by 23% YoY.

As for Campaign Mirroring to Bing, the results are encouraging in the pilot market (UK):



131%

increase in clicks



58%

increase in revenue



25%

decrease in cost per click

"Kenshoo Portfolio Optimizer for Yandex has hugely helped us to be more efficient on Yandex, generating greater performance than ever before in one of our biggest markets.

We also see Campaign Mirroring to Bing starting to make a vital impact on our search campaign performance and look forward to seeing the results once it has been fully rolled out across all 30+ markets"

-Friederike Mansfeld, Digital Media Manager, Skyscanner