

Kenshoo Portfolio Optimization for Facebook

Achieve your ROI or CPA Goals at Scale



SIMPLE

Setup is easy. Simply group your ads and ad sets into a portfolio with a common KPI goal and let KPO work its magic.



BETTER COLLABORATION

Don't let this simplicity fool you. KPO learns as it goes, taking into account current and past performance and predicting the future potential of every single ad within a given portfolio.



TRANSPARENT

The optimization history allows you to see every change that the algorithm makes and the reasons behind it. As KPO learns, you can learn with it.



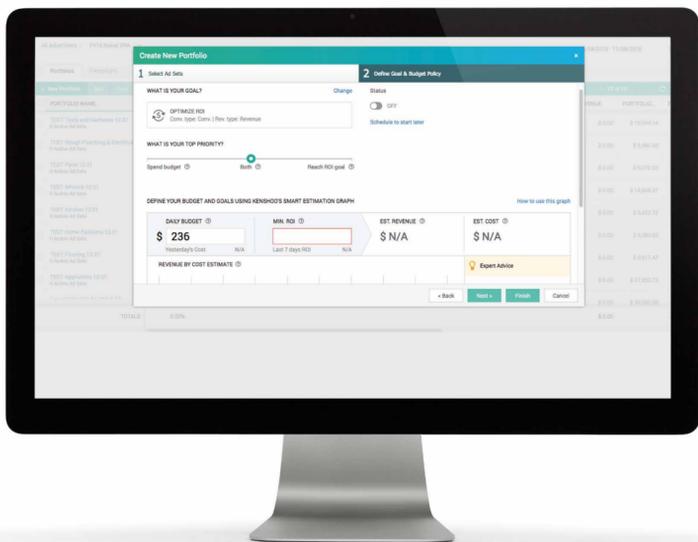
FLEXIBLE

Optimize multiple ad sets within one portfolio. As long as they share a common KPI goal, the algorithm will move budgets to get results.

How Does KPO Work?

DEFINE STRATEGY:

Let's say you are focused on driving mobile app installs. You have 20 ad sets running with a CPA goal of \$7 and a total budget of \$3,000/day.



CREATE PORTFOLIOS:

Group all of your ad sets into a single portfolio and set your optimization goal, either to hit your budget or reach your KPI (or both, equally.) In this case, let's optimize to hit your CPA goal of \$7.

GOAL ANALYSIS:

Use the estimation graph to see estimated daily spend and conversions. KPO will let you know if you've set a goal that might affect ad delivery or if you can spend more at the same goal. In our case, our \$7 CPA goal estimates spend of \$2800, close to our \$3000 budget.

LET IT RUN:

KPO will monitor the performance of each ad and optimize bids and budgets according to these specific goals and conversion metrics.

ANALYZE RESULTS:

Use the Portfolio Grid to analyze your results. KPO works best over a longer timeframe so we recommend reviewing performance on a rolling 3-7 day period rather than on a daily basis.

Portfolio Name	Revenue	Conv	Cost/Conv	Profit	Conv Rate	Cost	Frequency	CPA
Portfolio 1	\$0.00	0.00	\$0.00	\$0.00	0.00%	\$0.00	0.00	0.00%
Portfolio 2	\$0.00	0.00	\$0.00	\$0.00	0.00%	\$0.00	0.00	0.00%
Portfolio 3	\$0.00	0.00	\$0.00	\$0.00	0.00%	\$0.00	0.00	0.00%
Portfolio 4	\$0.00	0.00	\$0.00	\$0.00	0.00%	\$0.00	0.00	0.00%
Portfolio 5	\$0.00	0.00	\$0.00	\$0.00	0.00%	\$0.00	0.00	0.00%
TOTALS	\$0.00	0.00	\$0.00	\$0.00	0.00%	\$0.00	0.00	0.00%

Driving Results At Scale

A national home improvement retailer was already seeing success with their Facebook Dynamic Ads program. As so, they asked their digital marketing agency to scale the program with five times the initial investment.

Without additional resources, the agency looked to KPO to automatically optimize ad sets towards their ROI goals and was able to significantly expand the Dynamic Ads campaigns by product set.

HERE ARE THE RESULTS:

6x

more campaigns added

0

additional time spent on optimization

5x

increase in daily budget

Get Started Today

It's time to take the stress out of campaign management. Tap into KPO to meet your overall ROI and CPA goals while scaling spend.

For more information about Kenshoo Portfolio Optimization or our other features, please visit us at kenshoo.com/social.