

Scale Shopping Campaign Success

Attract more attention for your products with Shopping Campaigns.

Expand your shopping reach across publishers and maximize results with minimal effort using Kenshoo Search.

Efficient Product & Campaign Control



Simplify Product Feed Management

Turn your product data into feeds and campaigns that can be used across Google, Bing, Pinterest, Facebook, and Instagram with Kenshoo Shopping Campaigns and our partnership with ProductsUp, a leading Feed Management provider.



Campaign Management

Save time by managing all of your search campaigns in one user interface. Schedule actions to eliminate the manual work associated with sales and promotions, performance management, periodic changes, and notifications.



Campaign Mirroring

Replicate your shopping campaigns across Google, Bing, and Pinterest with Kenshoo's Shopping Campaign Mirroring. Create and maintain shopping campaigns once across publishers to reduce duplicate work and maintain high quality campaigns.

CLIENT SUCCESS*
A Diversified Financial Services Company
-31% CPA
+137% BING CLICKS
+33% BING CTR
*Keyword mirroring campaign

Achieve Business Goals



Shopping Optimization

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

CLIENT SUCCESS
ShopDirect And Very.co.uk
+82% COMBINED REVENUE
+104% SHOPPING REVENUE
+32% SHOPPING ROI



Product Structure Optimization

Automatically structure your product groups based on demand with Kenshoo's Structure Optimization to drive results with more aggressive bidding on high demand products.

CLIENT SUCCESS
Rakuten Marketing And Pacsun
78% ROI INCREASE
16% CPC DECREASE
57% CVR INCREASE



Budget Forecasting

Predict the impact of your budget with Kenshoo Halogen, allowing you to put your money where it makes the biggest impact – across shopping and search campaigns and across publishers.

CLIENT SUCCESS
Kitchen Appliance Retailer
-63% CPA
+201% CONVERSION VOLUME

Search + Social = Better Together



Dynamic Ads

Automatically promote any product from your inventory on Facebook by retargeting your website or mobile app visitors with the products most relevant to them.



Performance Driven Ads

Quickly and easily create Facebook Dynamic Ads for your top performing Google Shopping Ads to reach consumers who have already shown an interest in your products.

CLIENT SUCCESS
Metric Theory & ISLE Surf
-5% CPA
+19% CTR
-36% OVERALL CPC

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.