



Euranka Achieves More Leads in Less Time



BACKGROUND

Formed in 2012 and located in Switzerland, Euranka is a performance-based marketing company specialised in generating highly qualified leads to its partners across multiple competitive industries (dating, gambling, banking, etc.) by driving high quality traffic to their websites.

The PPC team is made up of four staff, running lead generation campaigns across more than 40 countries, in 20+ different languages.

CHALLENGE

Euranka is built on a culture of innovation and out of the box thinking - which is why the team turned to Kenshoo to help them drive more leads for the sites that they promote and differentiate themselves from their competitors.

The goals were very clear - drive a high volume of clicks whilst maintaining the quality, and save the Euranka's team time on day-to-day campaign management.

SOLUTION

Kenshoo allows the Euranka team to manage all of its campaigns in one place. In particular, the following features enable it to drive leads efficiently across all markets:

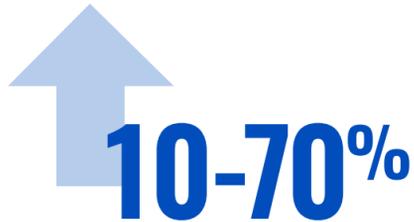
- **Campaign Mirroring** - Being able to mirror campaigns from Google to Bing in moments is not just a great time saving feature, but it also allows the team to scale lead generation across channels - giving them access to a new audience in moments.
- **Universal Channel** - Kenshoo's Universal Channel (UC) feature gave Euranka the ability and flexibility to bring data into Kenshoo from currently unsupported channel sources such as Taboola, RocketFuel or Adyoulike. This allows them to centralise all paid channels reporting in Kenshoo Reporting Grid and use an attribution model demonstrating each paid channels' contribution to the overall revenue, saving valuable time by not having to switch across management platforms.
- **Bulk Management** - This feature enables the team to make mass changes in minutes - again, saving the team valuable time when managing the volume of campaigns they are responsible for.
- **Bid Policies** - Managing approximately 1M competitive keywords across 40+ countries and in many languages, Euranka uses the wide range of bid policies available in Kenshoo to automate bid management. This saves the team a significant amount of time and also provides a better ROAS than manual management.

KEY FIGURES

- Up to 25% of time saved when building and updating campaigns thanks to campaign mirroring and bulk management.
- Between 10% to 70% increase in ROAS after implementing KPO (depending on the market) and 15% of staff's time saved by switching from manual to automated bid management.



Campaign maintenance time saved.



Increase in ROAS

“Kenshoo has been instrumental in industrialising the way we manage and optimise our PPC campaigns. We now save a significant amount of time on redundant tasks such as mass modification of ads, or duplicating campaigns from Adwords to Bing Ads. Furthermore, by implementing KPO across all of our paid search campaigns, we achieve significant improvements on ROAS.”

In a nutshell, Kenshoo has freed up time for the team to focus on more strategic and creative initiatives while achieving better performance.”

- Julien Masson, Head of Acquisition - Euranka