

CASE STUDY

The Kinase logo consists of the word "Kinase" in a bold, sans-serif font. The "K" is red, and the remaining letters "inase" are black. The logo is set against a white rectangular background.

Putting Kinase and its clients at the bleeding edge of PPC

BACKGROUND

Kinase is an independent and specialist performance marketing agency based in London. Since its formation in 2010, the team of 30 has worked with Kenshoo to run Paid Search campaigns for a host of clients primarily across the retail sector, including Clarks, Dreams and Goldsmiths. It is one of the few agencies to use the whole spectrum of Kenshoo capabilities.

CHALLENGE

In order to fulfil its clients' growth objectives, it is critical that Kinase uses the latest innovations in technology to deliver and maintain the highest levels of performance for its clients so as to keep them ahead of their competition.

Richard Brooks, Co-Founder & Director of Kinase states "We need a tool to help keep us at the bleeding edge of PPC."

SOLUTION

Kenshoo very quickly became the preferred tool within Kinase. When asked why Kenshoo outperforms other providers Richard explained that other tools cannot compete in two particular areas:

- **Kenshoo Portfolio Optimizer (KPO)** - Kinase has experience with all of the leading bid management solutions and stated "When it comes to performance, Kenshoo is simply the best bidding solution we have found. Not only that, it also optimises a wide range of bid modifiers."
- **Data and Custom Metrics** - the fact that KPO can work on more than just sales is a huge advantage for Kinase and its clients. Pulling in margin and multichannel web to store data gives Kinase's customers significant competitive advantage.

Not only that, Kenshoo provides a variety of tools that help Kinase to work more efficiently - for example, the ability to optimise across Paid Search and Social in a single platform is a real advantage.

However, Richard was quick to point out that as with any technology, the tool is only as good as the people using it. And the training and support provided by Kenshoo to the Kinase team has ensured that they are able to take full advantage of the technology.

What's more, Kinase is often involved in conversations with the Kenshoo Product Development team regarding features and functionality - influencing the future direction of the product. It's a true partnership.

RESULTS

Kenshoo has helped Kinase drive phenomenal growth for its clients with sales increases of over 100% not uncommon when onboarding new clients and high double digit growth then continuing year after year.

"If Kenshoo didn't exist, it would be much harder for my team to drive the performance for our clients that is our biggest differentiator against other agencies. Other tools simply don't have as good a bidding solution to start with - but once you start layering in margin and multi-channel, they cannot compete with Kenshoo. If Kenshoo existed and our competitors were on it but we weren't, it would be much harder for us to be successful."

- Richard Brooks, Co-Founder & Director, **Kinase**