

CASE STUDY



Oscaro drives performance with Shopping Optimisation on Kenshoo

BACKGROUND

Oscaro is a French e-commerce company founded in 2003 specialising in the sale of new and genuine automotive parts from manufacturers and wholesalers. Since 2014 Kenshoo has been Oscaro's technology of choice for driving SEA performance across European markets.

CHALLENGE

With two full time team members responsible for driving performance across a large number of profile and keywords, the objectives of working with Kenshoo were two-fold:

- Find a tool that supports the team from a time-saving perspective
- Maintain ROI whilst improving conversion rates - the Oscaro team was happy to spend the budget as long as performance continued to improve.

SOLUTION

Performance sits at the heart of Oscaro's strategy, however finding the best data to optimise on and having access to all of their key KPIs in one place was a real challenge for them.

With Kenshoo, the Oscaro team is not only able to access its Google Analytics data - but in the same grid other relevant data being tracked through the Kenshoo Pixel directly. Using this information, the team is able to take full advantage of Kenshoo Portfolio Optimizer in order to hit its ROI target.

Furthermore, Oscaro is able to maximise its portfolio-level performance by optimising bids designed specifically for Shopping Campaigns. The team calculates the marginal ROI and moves budgets on bids of top performing groups to get the best return on investment.

Oscaro also benefits from Kenshoo features such as Shopping Campaigns Optimisation to optimise products that perform well in the feed. The Kenshoo algorithm is able to detect products with high potential and creates their own product group to optimise them in a more granular way.

Additionally, through the use of Kenshoo's Campaign Mirroring for Shopping Campaigns, Oscaro is able to quickly copy all product groups from Google Adwords to Bing, avoiding weeks of manual input.

“We have been working with Kenshoo for three years and are delighted with the results. Kenshoo always offer us the opportunity to try new innovations in order to improve our Shopping Campaigns performance. We regularly test Kenshoo against its competitors but it never fails to excel on performance!”

– Florence Marot, Acquisition Manager - Oscaro