



CASE STUDY

Effective Spend and Bellacor Scale Pinterest Shopping Campaigns Using Kenshoo

BACKGROUND

Effective Spend is a digital advertising agency that runs campaigns for its many SMB clients. A number of their clients were excited about the opportunity to reach consumers earlier in their shopping journey when they are most open to new brands and products. But, they needed help scaling their Pinterest Shopping Campaigns to hit target goals.

CHALLENGE

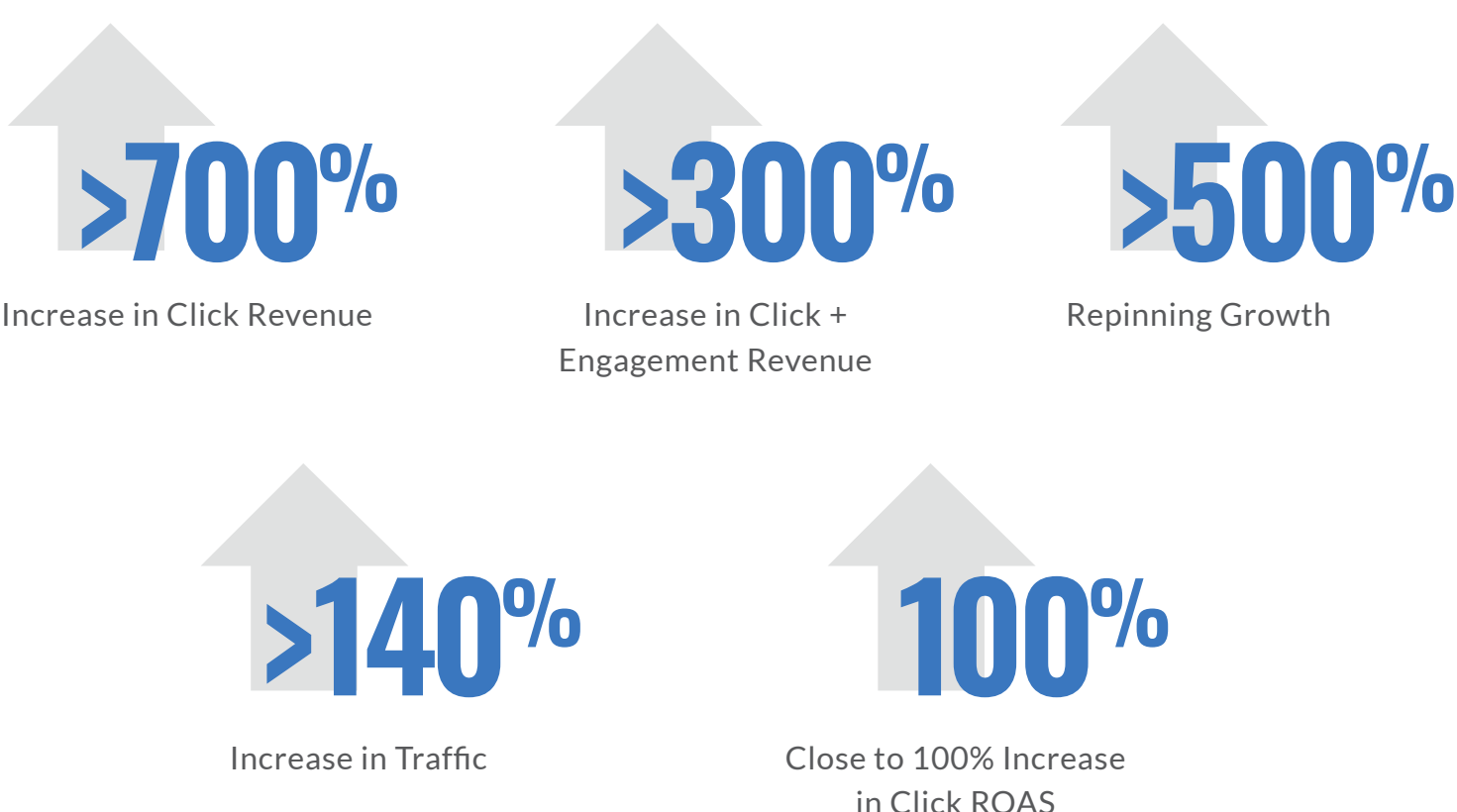
As an existing client of Kenshoo Social, Effective Spend looked to Kenshoo to help scale their Pinterest advertising campaigns for Bellacor, a top 500 lighting and home furnishings client. With over 500,000 products, the team was struggling to get exposure for Bellacor's vast catalog on the platform. They needed a faster way to get ads live – uploading individual creative for each product or small group of products and ensuring ads were paused when those products went out of stock or were discontinued.

SOLUTION

- Automated Campaign Build Outs:** Kenshoo's automated workflow allowed Effective Spend to easily copy over existing Google Shopping Campaigns into Pinterest, saving hundreds of hours associated with manual creative uploads and immediately gaining exposure on the majority of Bellacor's product catalog across Pinterest.
- Enhanced Reporting:** Kenshoo enabled holistic reporting across media platforms. By standardizing metrics within Kenshoo, Effective Spend could easily understand daily performance, allocate budget based on respective performance between each channel, and automate reporting distribution to key stakeholders.
- Bulk Bid & Budget Optimization:** Effective Spend was able to improve bid and budget management workflow within the Kenshoo interface. This enabled the team to react more quickly to high and low performers. Reducing wasted media spend and improving efficiency led to a higher overall ROI.

RESULTS

By partnering with Kenshoo, Effective Spend increased tracked sales within the Pinterest platform by 784%, while seeing the highest Pinterest engagement metrics to date. Performance overall has exceeded Bellacor's expectations, and the team is looking to double spend in 2018 as a result.



“Since launching Pinterest Shopping Campaigns and utilizing the Kenshoo platform with Effective Spend, our Pinterest revenue has tripled on an improved ROAS. We are thrilled with this success and excited to expand even further with our agency and technology partners.”

– Lisa Becchetti, Director of Customer Acquisition, Bellacor