

Cross-Channel Audiences

Cross-Channel engagement to drive full-funnel success

With Kenshoo’s machine learning and cross platform technology, the concept of retargeting has just been enhanced.

Advertisers have dreamt of identifying if someone has engaged with their ads on other marketing channels and how to take an omni-channel remarketing approach to drive them down the funnel.

Kenshoo’s Cross-Channel Audiences makes it possible to retarget people across Search and Social marketing channels, not just the channel your audience engaged on.

Leverage cross-channel engagement to improve your search and social marketing campaign ROI with Kenshoo’s Cross-Channel Audiences



Consumer in discovery phase (scrolling through newsfeed)



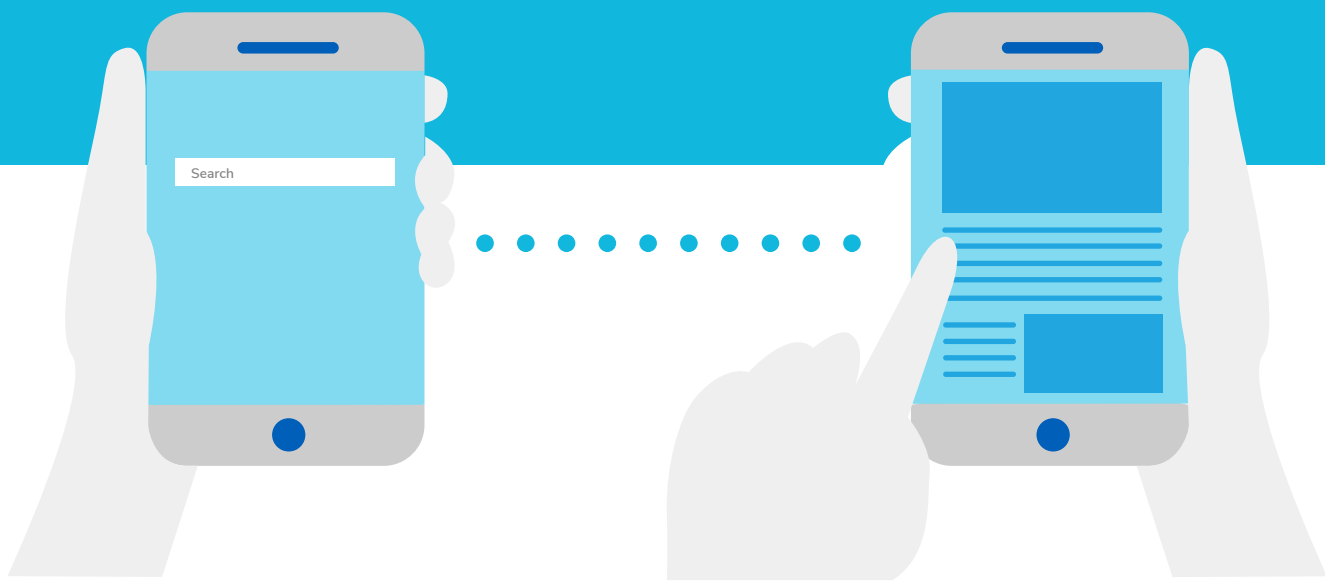
Then comes across your ad



Shows intent by clicking on your ad to learn more



A custom audience is then created by Kenshoo for cross-platform use



Retarget someone on search who has clicked your SEM ad or retarget a user on one search engine who has engaged with your ad on another search engine - social, too!



Reach the same users across channels with an ongoing, consistent message or reach them with lower funnel tactics on one channel and lower funnel ads on another



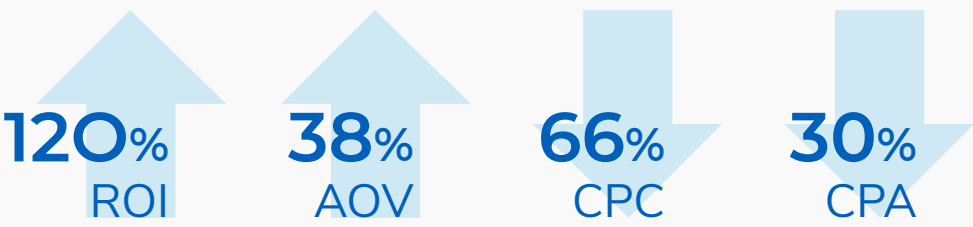
Analyze your Cross-Channel Audiences to better inform who to target



Create lookalikes of people who have engaged and shown interest in your product

Results from Cross-Channel Audiences for a Leading Global Retailer

Facebook Campaign Performance versus analogous campaigns



Search Campaign Performance incremental improvement with concurrent Facebook campaign

