Kenshoo

Platform Solutions

K SEARCH	K SOCIAL	K LOCAL	K ECOMM	K APPS	K NAVIGATOR
Supported Publishers					
• Google • Yahoo!/Verizon Media • Microsoft Advertising • Baidu • Yahoo! Japan • Yandex	• Facebook • Instagram • Pinterest	• Facebook • Google • Yahoo!/Verizon Media • Microsoft Advertising • Baidu • Yahoo! Japan • Yandex • Pinterest	• Amazon • Walmart	• Apple Search Ads • Facebook • Instagram • Google Apps Campaigns • Snapchat	• Any channel or publisher that can provide geo-level data.
Kenshoo Differentiators					
Performance • Holistic optimization • Automation at scale • Optimization features—powered by advanced AI and machine learning—to maximize the ROI of paid search programs **Productivity** • Streamlined workflow tools to save time, reduce errors, and automate common tasks • 24/7 customer support • Limitless integration • Automation at scale • Automated end-to-end auditing **Decisioning** • Surface data-driven insights for smart investment strategies within search campaigns, between media and across channels • Test and learn while accelerating activation with AI and automation • Rich, multi-publisher data • Incremental performance insights • Independent and unbiased	**Performance** • Machine learning-powered optimizations • Automated Actions to optimize campaigns based on performance trends, predetermined conditions, TV commercials and weather conditions • Feed-Driven creative enabling brands to upload a tailored feed and create tailored ads • Audience management / 3rd party audiences **Productivity** • Automatic campaign enhancements • Streamlined workflow • Creative management **Decisioning** • AI-driven Insights informing marketers of which ads are depleting in performance and audience interest • Automated Insights informing marketers of which of the products they are promoting that are also trending on e-Commerce sites • AI-Driven Insights alert marketers of their ad's sentiment (positive or negative) • Comprehensive integrations	**Performance** • Automated auditing • Local budget pacing • Automated Actions **Productivity** • Onboarding at scale • Campaign Mirroring • Inventory-Based Campaigns • Self-service call tracking **Decisioning** • Consolidate and analyze performance data across channels • Automate search campaign call tracking workflows through comprehensive integrations • Export data to external destinations • Scheduled reports	**Performance** • Optimize towards custom metrics • Evenly pace budgets over time • Forecast delivery & performance • Dayparting **Productivity** • Holistically manage Amazon & Walmart campaigns • Bulk create & edit campaigns • Automatically update campaigns with custom rules **Decisioning** • Unify Amazon & Walmart reporting • Monitor organic & paid share of voice • Define & track custom metrics • Filter, sort & analyze data at scale • Connect data via FTP, S3 & Google Cloud	**Performance** • Activate high app store ranking to reach and acquire new, lasting customers • Delivers campaigns that reach your customers in discovery mode at scale and across all the publishers that matter • Full MMP Integration **Productivity** • Run multi-publisher campaigns from one place • Full funnel optimizations of ads and in-app user actions • Robust campaign, creative management, and cross-publisher budget management **Decisioning** • Granular cohort analyses, reporting, and insights • Analyze monetization behavior • Understand funnel maturity over time	**Performance** • Ability to run multiple real marketing experiments • Open-ended flexible testing design • Accurately measure true incremental impact across all audience segments • Design and monitor testing for any media channel, on or off Kenshoo **Productivity** • Measures your channels' incremental impact • Audit media investments impact on KPIs • Adjust based on real data and experiments **Decisioning** • Readout on current consumer response to different marketing tactics • Drive accuracy and success with forward-looking insights

Training & Support *Support Add-Ons

Client Success
- Dedicated Client Success team
- Onboarding & integration planning
- Benchmarking & Planning Sessions
- Ongoing release updates
- Regularly scheduled business reviews
- Monthly/bi-monthly/weekly office hours as needed
- Thought leadership

Training:
- Platform specific training
- Workshops, on-going education, and certification
- Custom training solutions*

Support:
- K24/7 Case Submissions
- Case escalation management
- Transitional Services*
- Custom strategy engagements*
- Executive Sponsor Program*