



The State of Paid Search

This webinar will begin shortly

This document is confidential and contains proprietary information and intellectual property of Kensho. Neither this document nor any of the information contained herein may be reproduced or disclosed under any circumstances without the express written permission of Kensho. Please be aware that disclosure, copying, distribution or use of this document and the information contained therein is strictly prohibited.

Webinar Housekeeping Rules

1. Today's webinar is scheduled for 1 hour including Q&A
2. All participants will be in listen only mode
3. Join in on the discussion by submitting your questions via GoToWebinar 'Questions' screen; we will follow up on questions that we don't get to answer live
4. If you run into any technical difficulties, please email webinar@kenshoo.com for assistance
5. A recording of this webinar will be shared within 24 hours after the webinar



The State of Paid Search



Kenshoo is the leading marketing technology platform for brands looking to plan, activate and measure growth strategies across the most-engaging digital channels. Kenshoo offers the only marketing solution that combines data-driven insights and best-of-breed optimization to help make informed decisions, scale and measure performance across Google, Facebook, Microsoft, Amazon, Walmart, Apple Search Ads, Pinterest, Snapchat, Instagram, Verizon Media, Yandex, Yahoo Japan, and Baidu. Kenshoo's machine-learning algorithms and artificial intelligence leverage market signals and enable companies to predict and keep pace with the omnichannel customer journey.

Zach Gryphon is a digital performance media specialist with 8+ years of hands-on experience across search, social, and display. In his current role as Client Success Director, Zach is responsible for the the long term success of strategic clients by enabling them to realize the maximum value from their partnership with Kenshoo.



TODAY'S AGENDA



Understanding full funnel search



Utilizing AI to your advantage



Complementing publisher tools with 3rd party insights and levers

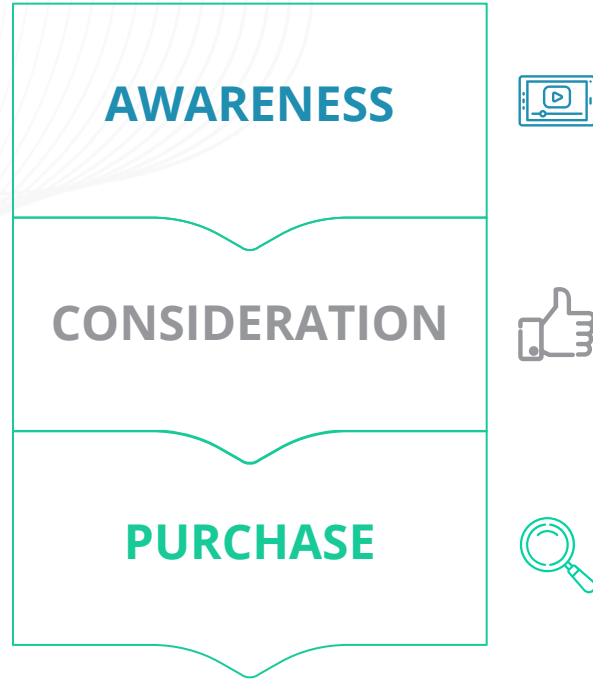


Tying marketing outcomes to business outcomes

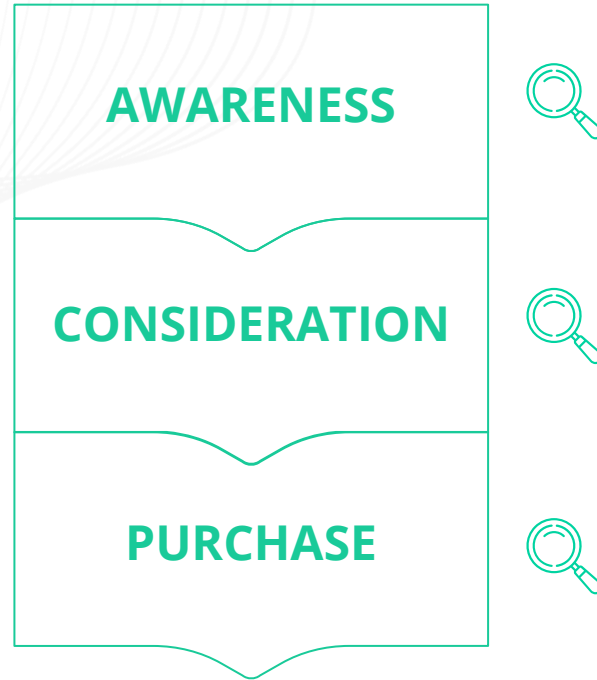


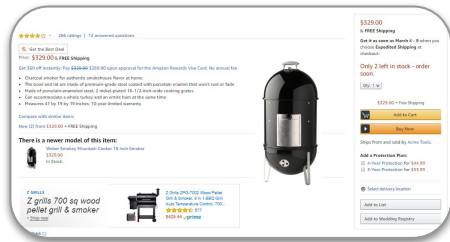
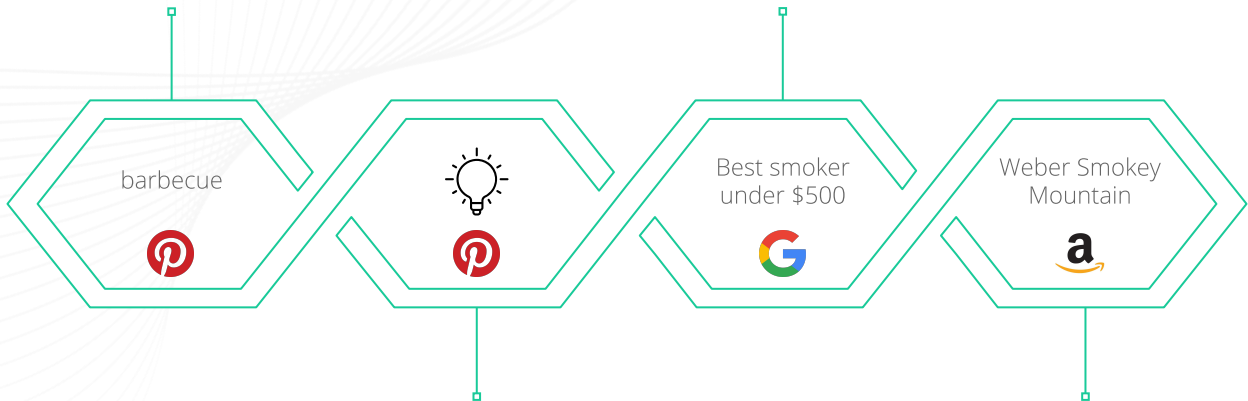
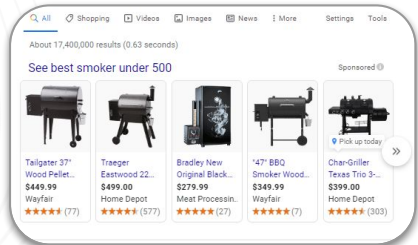
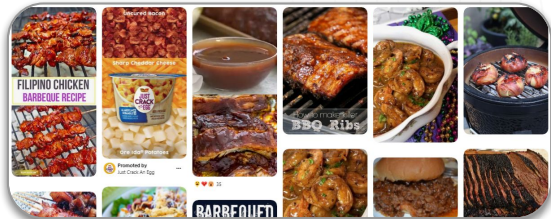
01. Savvy marketers understand that success in search requires you to **think beyond** Google and Microsoft

The 'textbook' funnel does not represent the actual user journey



Since search plays a role at every stage of the funnel, your search program can't only focus on the last step.





AI is data analysis
at speed and scale





Google Smart Bidding

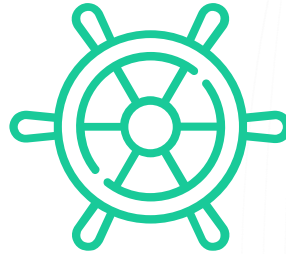


02. Understand how to control the machines before they control you

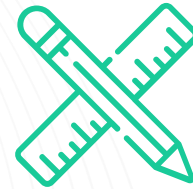
Signal Enhancement



Import your conversions from Kenshoo to Google

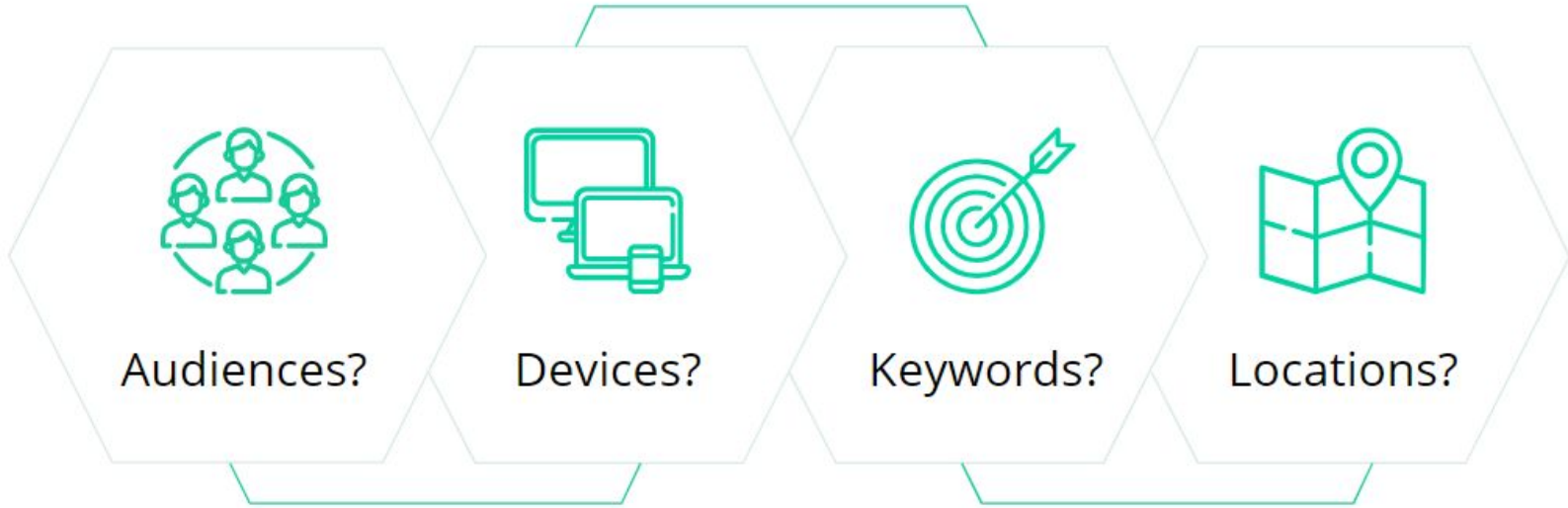


Optimize towards your true north with Smart Bidding

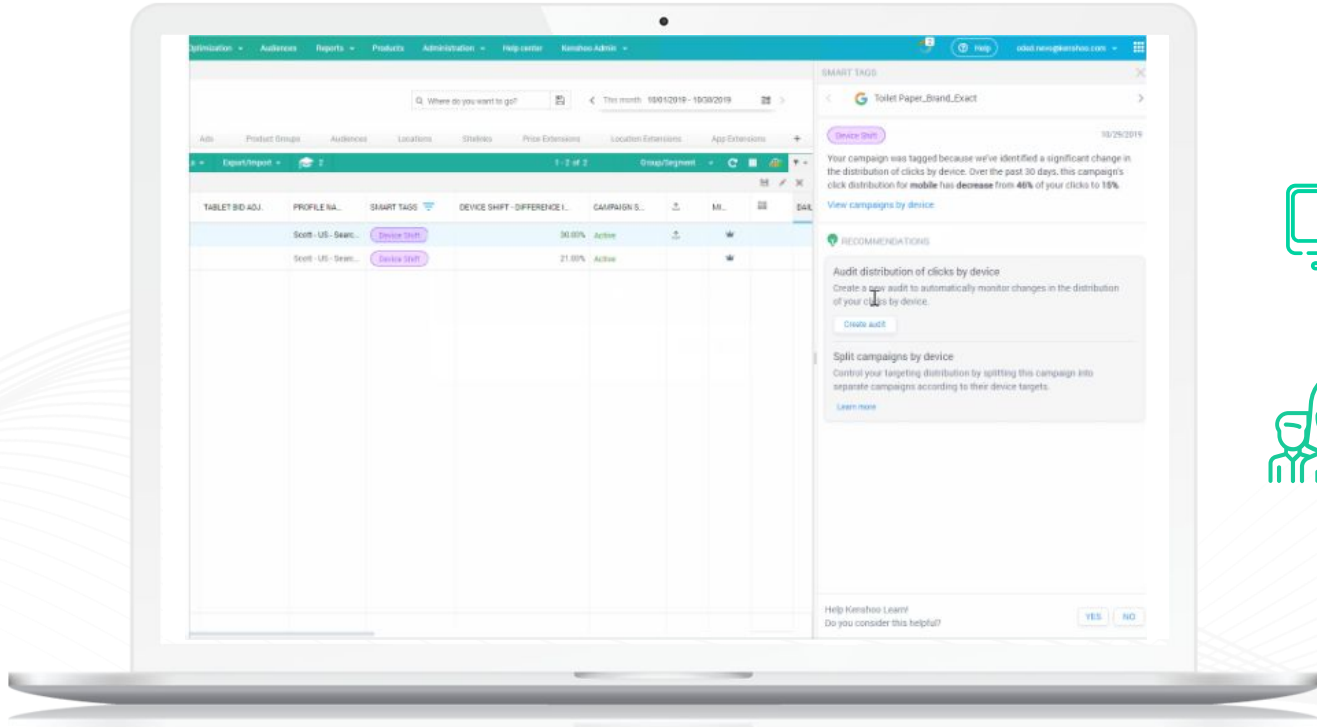


In discovery:
Assign custom weightings

Where is spend focused across:



Smart tags help you draw **actionable insights**



Device shift



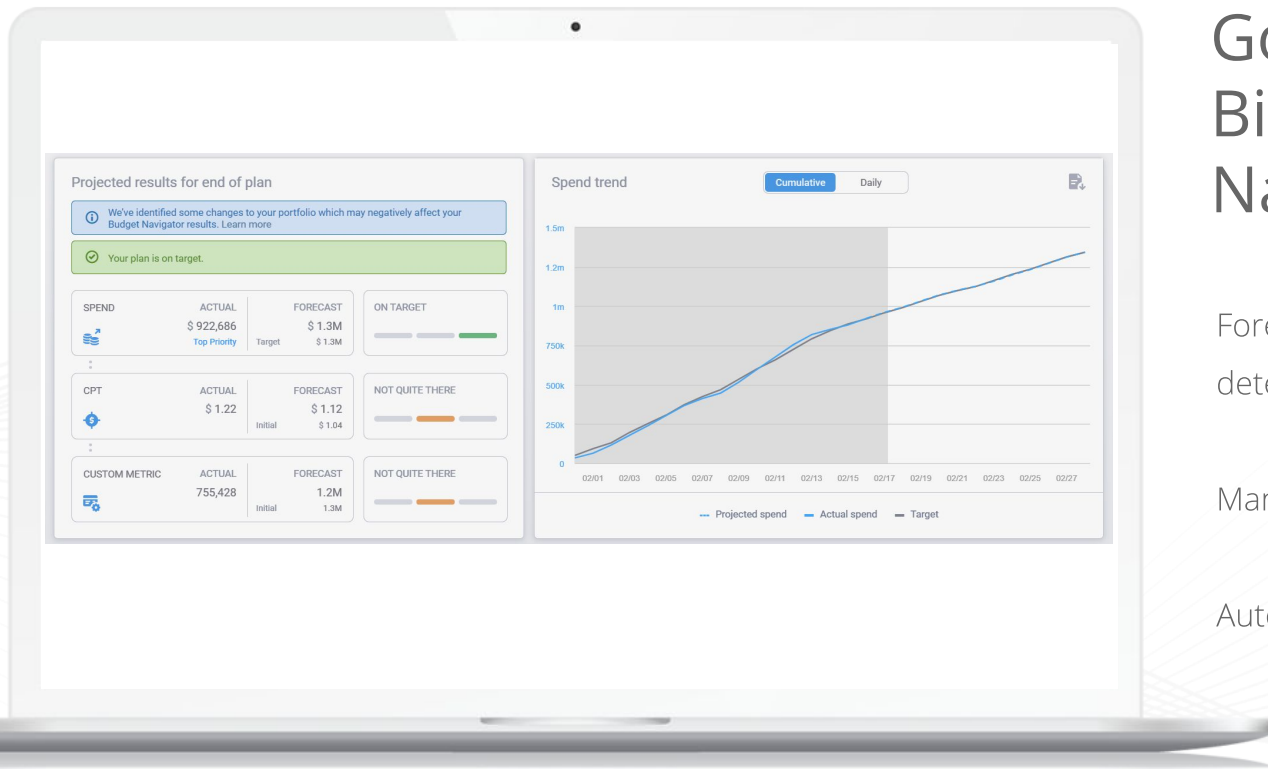
Audience shift

Google Smart Bidding x Budget Navigator

Forecast your spend and return to determine the **optimal investment**

Manage towards a **budget constraint**

Automate & control **daily pacing**





Smart Bidding x Budget Navigator

Challenge: Vodafone Turkey is in a highly competitive market and a crowded vertical that faces volatility in the search market every single day.

Solution: With Kenshoo's Budget Navigator, Vodafone Turkey was able to automatically adjust to market conditions and competitor efforts by leveraging intelligent forecasting, dynamic budgeting, and continuous feedback.



-42%
Cost per conversion



-49%
Cost per click



+2%
Traffic

"Budget navigator – combined with Smart Bidding – generates huge efficiency in terms of operations, along with effectiveness on business results."



03. Your data is only as good as its ability to measure business outcomes

Which Marketing Leadership Activities Do US CMOs* Find Challenging to Implement on a Regular Basis?

% of respondents, Feb 2019

Demonstrating the impact of marketing actions on financial outcomes

63.8%

Infusing the customer's point of view in business decisions

39.5%

Communicating the role of the brand in business decisions

37.3%

Linking marketing investments to important business objectives

35.9%

Securing cross-functional support for new marketing investments

34.8%

Using business terminology that resonates outside of the marketing function

12.7%

*Note: *97% of respondents were VP-level or above*

Source: Duke University's Fuqua School of Business, "The CMO Survey: Highlights and Insights Report – February 2019" commissioned by American Marketing Association (AMA) and Deloitte, Feb 27, 2019

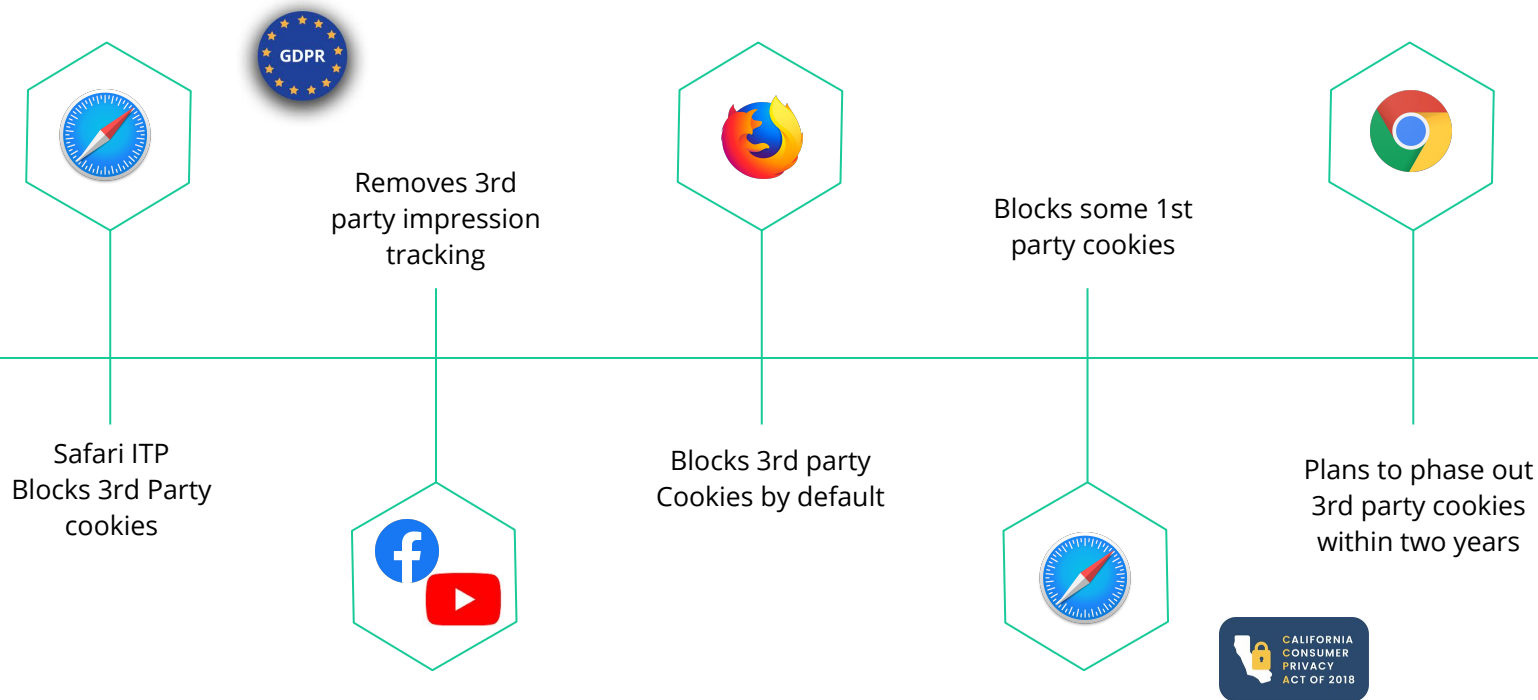
249312

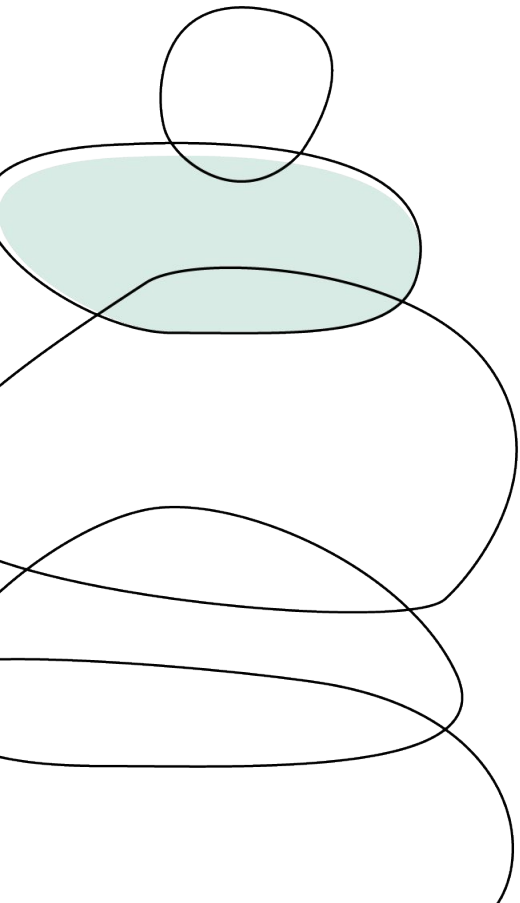
www.eMarketer.com

63.8%

Demonstrating the **impact** of marketing actions in **financial** outcomes

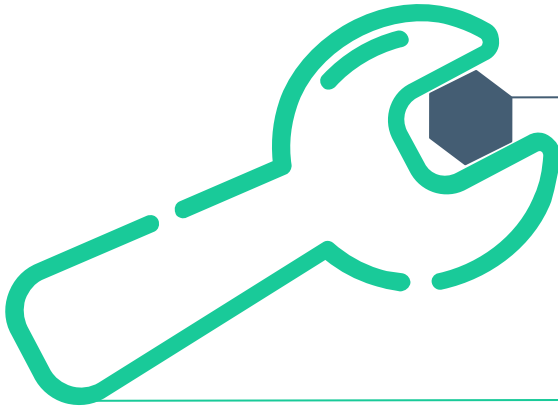
Privacy measures create blind spots for data driven attribution





Incrementality allows you to understand if an action would have happened in the absence of a paid media touchpoint

Is \$100 of revenue (from my attribution model) worth \$50 or \$150? (to my business)

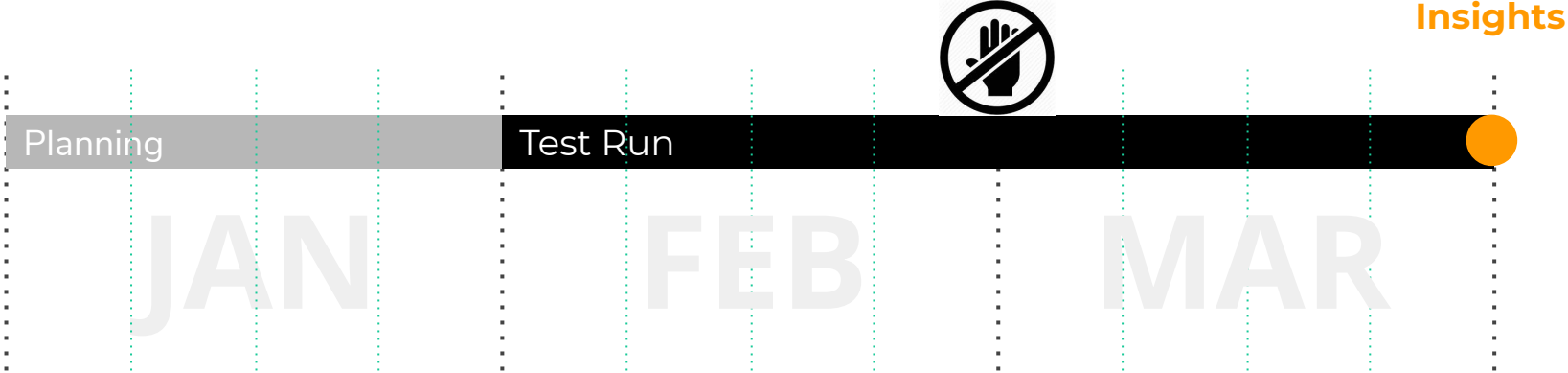


REAL TIME DATA

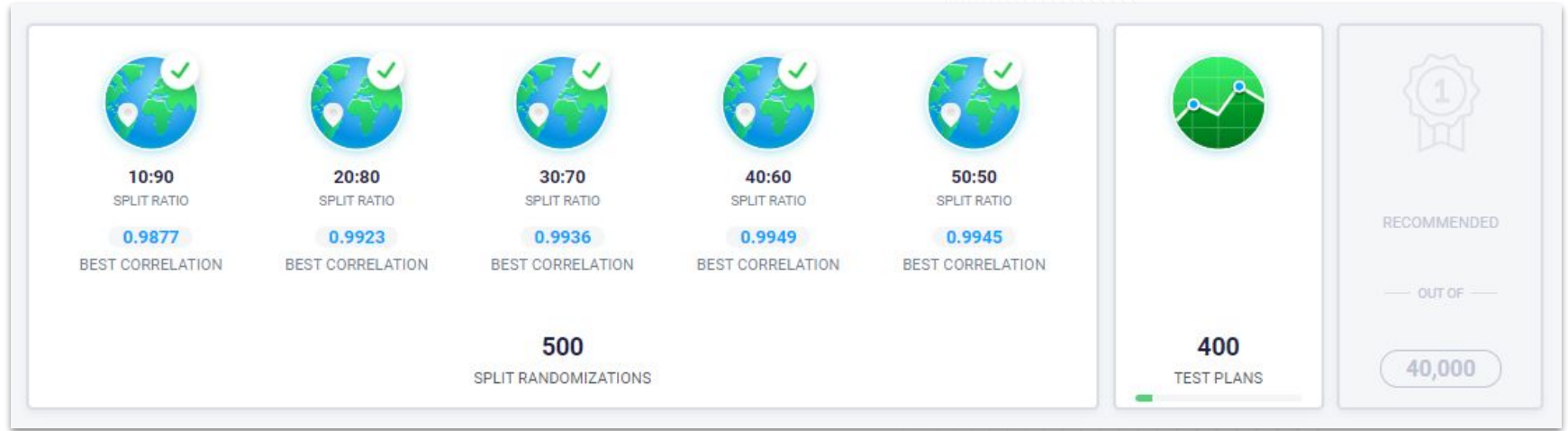
Publisher pixels, 3rd party pixels, CRM, site analytics, etc.

INCREMENTALITY

Incrementality testing is complex, slow, and expensive



Reduce complexity by leveraging AI to automate analytics intensive tasks



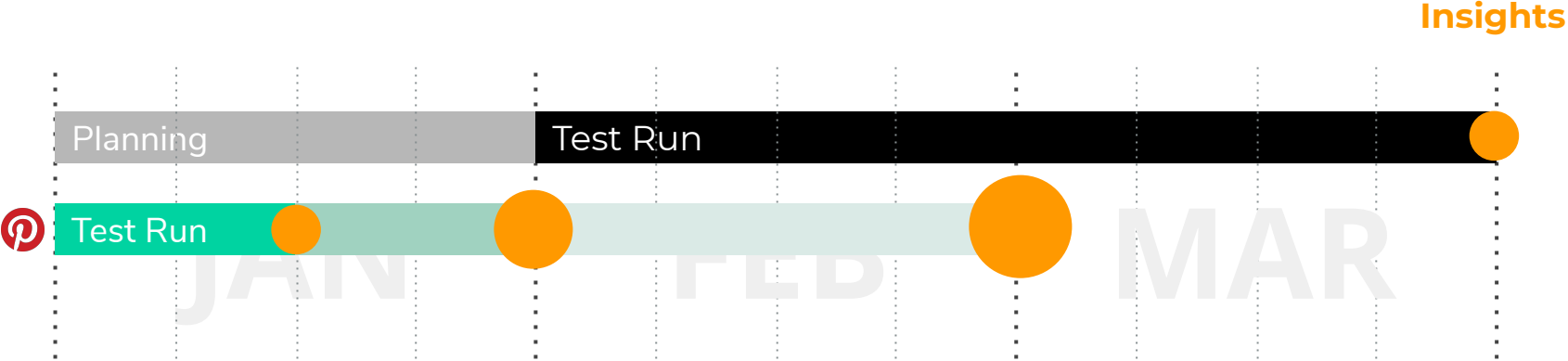
Save time and money by selecting a plan that fits your business needs



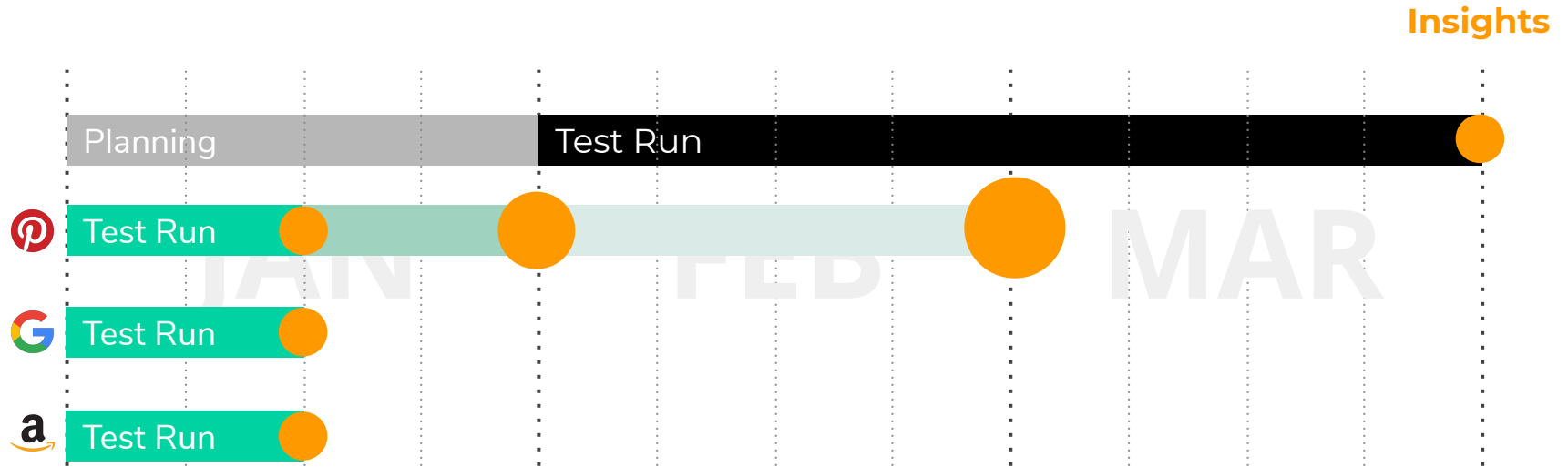
Reduce **time to insight** with Impact Navigator











Reduce **time to insight** with Impact Navigator

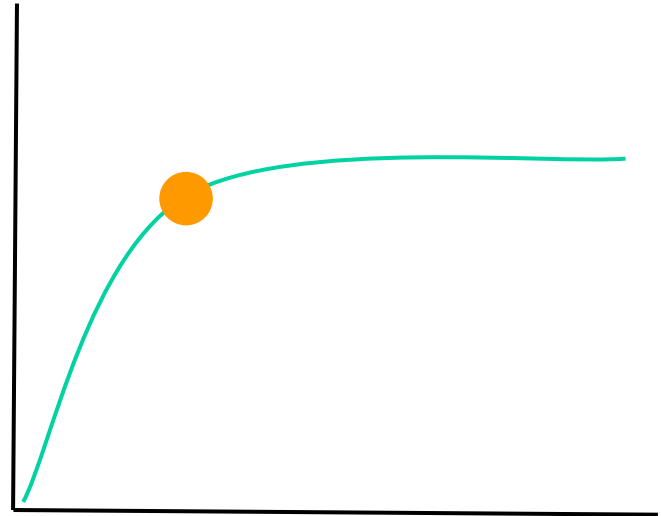


Reduce **time to insight** with Impact Navigator



Adjust measurements to achieve the **sweet spot** in performance

-  Calibrate  Pinterest, **2x** spend
-  Calibrate  Google, **1.3x** spend
-  Calibrate  Amazon, **0.6x** spend
-  Calibrate  TV, **1.8x** spend



privalia × Impact Navigator

Challenge: Could the brand grow product conversions further by opening additional display-focused channels?

“We win when we create better shopping experiences. We win when we bring the most relevant products to our customers. And we win when we find new marketing approaches to bring our audience closer. The challenge is to discover which one of the new approaches work better in order to achieve insights through testing.”



New display channels resulted in no significant brand lift when measured as part of the actual market mix in place



Budgets were reallocated to support more effective channels

“With Kenshoo Impact Navigator we can measure the real impact in the marketplace before starting significant investment, and focus on where there’s really incrementality.”

KEY TAKEAWAYS

Full Funnel Search



Put the user at the center of your search strategy

Actionable Insights



Leverage AI to better understand what's driving success

The Right Toolkit



A complex ecosystem requires the new types of levers

Incrementality Testing



Bridge the gap between marketing performance and business performance

Thank you!

Kenshoo
22 4th Street

7th Floor

San Francisco, CA 94103

Ph +1 877 536 7462

www.kenshoo.com
kenshoo