

INSIDE THIS REPORT

How complexity—**not just budget**—makes large-scale SEM a different beast

Why **marginal gains** are the only strategy left when the basics are maxed out

The **platform capabilities** required to squeeze performance from every part of the program

What sets **Skai** apart when the stakes (and the scale) are highest

KEY SECTIONS



Enterprise Search: A Different Kind of Challenge

Massive SEM accounts bring complexity, not just size. Marginal gains are the only path forward. Success depends on operations, not just strategy.

PAGE 3



Enterprise Tools That Actually Move the Needle Across the SEM Campaign Lifecycle

Every stage offers hidden 1% wins. The right tools speed up work, catch issues early, and keep teams aligned. Scale demands smarter systems.

PAGE 10



Skai Search Solutions That Power the World's Biggest Programs

Built for massive programs. Skai tools surface hidden gains and cut friction. Deep support and platform flexibility set it apart.

PAGE 19

ENTERPRISE SEARCH: A DIFFERENT KIND OF CHALLENGE

Standard accounts have standard challenges. Massive accounts are a different animal.

Ever read SEM best practices blogs and just think these aren't my problems?

What do you do after all the usual advice stops working? When every campaign has been fine-tuned, every bid strategy tested, and every script deployed, there's nothing left to "fix"—but the pressure to improve hasn't gone anywhere. The question shifts from what to do, to where to look.



MASSIVE ACCOUNTS = MASSIVE COMPLEXITY

Running an enterprise search program isn't media buying—it's a web of operations, tech, and strategy stitched together.

Search accounts for about 40% of the global digital advertising market—more than any other channel. As a go-to-market essential, it complements and enhances other channels by capturing downstream intent when consumers search for more information. Marketing teams and agencies around the world work tirelessly to squeeze out every bit of return from their paid search programs.

But when accounts get massive, the work changes. You're not managing campaigns anymore. You're managing infrastructure.

The challenges aren't always visible from the outside, but they're constant. Platforms weren't built for this level of complexity. Workarounds pile up. Teams get stretched trying to hold it all together with spreadsheets, late-night QA, and Slack threads that never end.

Enterprise search accounts are:

- Always-on
- Cross-functional
- Data-fueled
- Exception-heavy
- Workflow-dependent
- Operationally intense
- Have unique challenges

WHAT REALLY MAKES AN ACCOUNT “MASSIVE”

It's not the budget that breaks things—it's the complexity.

There's no single dollar threshold where search becomes difficult. Complexity creeps in as campaigns span regions, teams multiply, and business logic starts to influence everything from bidding to reporting. The tools might be the same—but the scale and stakes change the job entirely. Google Ads supports up to 10,000 campaigns and 5 million keywords per account—and many large-scale programs push those limits.

The compounding challenges of enterprise search accounts become more visible when you compare them to a standard setup:

Standard Search Account

Enterprise Search Account

Hundreds or thousands of keywords

Tens of thousands to even millions of keywords and ads

Manual campaign builds

Manual & logic-based generation fueled by feeds and formulas

One brand, one team

Multiple stakeholders and agencies, disconnected teams, shared access

Basic bid strategies

Custom logic layered with volatile, near-real-time data

Manageable internal workflows

Complex interdependencies with little room for error

WHERE DO YOU SQUEEZE PERFORMANCE WHEN EVERYTHING IS RIGHT?

The problem isn't that enterprise accounts have been ignored—it's that they've already been optimized to the edge

Enterprise paid search accounts have been built, rebuilt, and optimized for years—sometimes decades. The savviest and best search marketers and agencies in the world have already touched them. Every automation trick, bidding model, and structural adjustment has been tested.

And that's exactly the challenge.

There's no obvious next lever to pull. No quick win waiting in the data.

The programs aren't broken. They're just maxed out.

We've done it all:

- | | |
|-----------------------------|----------------------------------|
| ✓ Campaign structure audits | ✓ Regular QBRs |
| ✓ Custom scripts | ✓ Channel alignment processes |
| ✓ Feed integrations | ✓ Agency-level optimization |
| ✓ Portfolio bidding | ✓ Cross-functional collaboration |
| ✓ Budget pacing automations | ✓ Shared naming taxonomies |
| ✓ Performance dashboards | ✓ Tiered campaign architectures |



MARGINAL GAINS: THE ONLY STRATEGY LEFT THAT WORKS

At this stage, it's not about reinvention—it's about finding the hidden 1%.

Once the big optimizations are done, progress shifts. It's not about sweeping changes—it's about tuning the system. The gains come from smaller, often overlooked places: smoother handoffs, fewer manual steps, tighter feedback loops.

It's finding those little "1%" improvements - and always believing there are more 1% improvements to find.

TL;DR: There's no one thing that will make an amazing result. You have to do.



What British Cycling taught us

Before 2003, British Cycling had barely made a mark. Then they hired Dave Brailsford, who introduced a new philosophy: aim for 1% improvement everywhere. A 1% lighter bike. A 1% more aerodynamic helmet.. Training 1% smarter. Not just in equipment or training—but in sleep quality, handwashing technique, seat comfort, massage gel, even the pillows riders brought to hotels.

No single change was groundbreaking. But together, those micro-optimizations compounded. Within a decade, the team dominated the Olympics and Tour de France.

The lesson?

When the big moves are gone, progress comes from small, 1% gains everywhere else.



SMALL CHANGES, BIG IMPACT

When scale is this high, even a half-point shift can move millions.

Enterprise search programs don't need radical overhauls—they need pressure-release valves. One less manual task. A slightly better CTR. A faster time to insight. None of these wins feel flashy in isolation, but together? They reset the baseline.

The numbers speak for themselves: even modest gains across common metrics can unlock major revenue upside. Not because the system was broken—but because every system has room to move, if you know where to look.

How Small Gains Everywhere Can Drive the Bottom Line

Metric	Baseline	1% Improvement	Modest Gains (% noted)
Budget	\$10,000,000	\$10,000,000 (fixed)	\$10,000,000 (fixed)
Impression Share	60%	61%	60.5% (+0.5 pts)
CTR	2.0%	3.0%	2.4% (+0.4 pts)
CPC	\$1.50	\$1.49	\$1.495 (-0.33%)
Clicks	6,666,667	8,191,257	7,057,190 (+5.9%)
Conversion Rate	2.5%	3.5%	3.0% (+0.5 pts)
Conversions	166,667	286,694	211,716 (+27%)
Average Order Value	\$75	\$76	\$75.50 (+0.66%)
Revenue	\$12,500,000	\$21,794,733	\$15,993,000 (+27.9%)
ROAS	1.25x	2.18x	1.60x (+0.35x)

MOST SEM PLATFORMS AREN'T BUILT FOR MARGINAL GAINS - BUT THAT'S WHAT YOU NEED FOR MASSIVE ACCOUNTS

Big gains come from small improvements—everywhere. And that means the right tech matters.

Enterprise search is a different animal. And enterprise teams need tools built for the job. Not just to manage campaigns, but to optimize the systems around them. Every touchpoint, every channel, every format.

It's not about bells and whistles. It's about cutting friction. Enabling smarter work. Automating the repeatable. And unlocking the kind of experimentation, integration, and speed that adds up to real performance gains.

Comparison: Standard Tools vs Enterprise-Grade Tools

Capability	Standard Tools	Enterprise Tools Built for Marginal Gains
Engine API	Parity functionality, some extra on top	Solving real challenges not addressed by the engines.
Industry Integrations	Manual exports, siloed sources	Prebuilt connectors, real-time sync
Campaign Builds	One-at-a-time uploads	Feed-driven logic, bulk launch
Workflow	Similar to the native platform	Advanced automation and control
Visibility	Limited dashboarding	Custom views by role or goal
Testing	Ad hoc or reactive	Built-in testing workflows for an always-on approach
Measurement	Attribution only	Incrementality, surveys, MMM inputs
Service & Support	Very little, if any	Full teams working to ensure your success
Custom Solutions	Rare	Platform provider open & willing to solve unique needs

How do enterprise search teams keep up with the neverending tasks of massive accounts?

- Add negative keywords
- Adjust keyword match types
- Test different ad headlines and descriptions
- Monitor and optimize bid strategies (e.g., switch to tROAS or tCPA)
- Pause underperforming keywords or ads
- Optimize landing pages for better conversion
- Shift budget to better-performing campaigns
- Use remarketing lists for search ads (RLSA)
- A/B test ad variations
- Use ad extensions (sitelinks, callouts, etc.)
- Regularly review search term reports
- Use automated bidding with performance thresholds
- Adjust bids by device or location
- Apply audience bid modifiers
- Clean up redundant or overlapping keywords
- Add long-tail keyword variations
- Rotate ads evenly to gather test data
- Write copy tailored to funnel stage
- Test mobile-specific ad formats
- Suppress poor-performing geos or times of day
- Use dynamic keyword insertion (where appropriate)
- Automate rules for pausing or alerting on performance drops
- Expand with new keywords based on trends or competitor insights
- Use labels to organize campaigns by objective
- Leverage performance-based budget pacing tools
- Adjust strategy for branded vs. non-branded terms
- Consolidate campaigns for efficiency if overly fragmented
- Create custom audience lists from CRM data
- Refine product titles and descriptions in Shopping feeds
- Adjust bids for high-margin products
- Remove out-of-stock items from Shopping campaigns
- Use heatmaps or scrollmaps on landing pages for insight
- Sync paid search copy with promotion calendars
- Push more spend toward exact match converters
- Use supplemental feeds for custom labels or promos
- Regularly test CTA language on landing pages
- Implement seasonal bid rules
- Run experiments on bid strategy performance
- Optimize budget distribution with shared budgets
- Test and refine forms or checkout flows
- Set up anomaly detection scripts
- Track micro-conversions (e.g., add to cart, email clicks)
- Create dashboards for easier stakeholder reporting
- Limit ad frequency or apply impression caps
- Use countdown timers for urgency in copy
- Break out campaigns by customer lifecycle
- Integrate offline conversions for full-funnel impact
- Use geo bid adjustments based on store proximity
- Test new campaign types (e.g., Performance Max with clear structure)
- Feed winning ad themes back to creative teams
- Layer audience + keyword combinations strategically
- Use budget forecasts to shape pacing decisions
- Implement broken URL alerts
- Suppress internal IP traffic from skewing data
- Build structured naming conventions for clarity
- Link paid search insights to organic keyword strategy
- Group products by performance for Shopping optimization
- Use high intent signals to prioritize campaigns
- Suppress duplicate keyword coverage across match type

ENTERPRISE TOOLS MOVE THE NEEDLE ACROSS THE SEM CAMPAIGN LIFECYCLE

To find the 1% gains, you need a platform partner purpose-built for scale, speed, and control.

Each stage of the campaign lifecycle demands a different kind of capability—from system-wide visibility to smarter testing infrastructure. This is what separates real enterprise platforms from everything else.



THE SEM CAMPAIGN LIFECYCLE

If there's no silver bullet, where are you going to find the 1%?

If you believe that the way to improve enterprise search is by stacking marginal gains, then you need an enterprise search platform to help you with all of the various tasks to squeeze out those 1%.

What do you do when you have a complex issue to understand? You break it down into parts.

The SEM campaign lifecycle is a good framework to explore the areas where an enterprise platform is a critical partner for paid search.



01

SEM CAMPAIGN LIFECYCLE: INTEGRATIONS

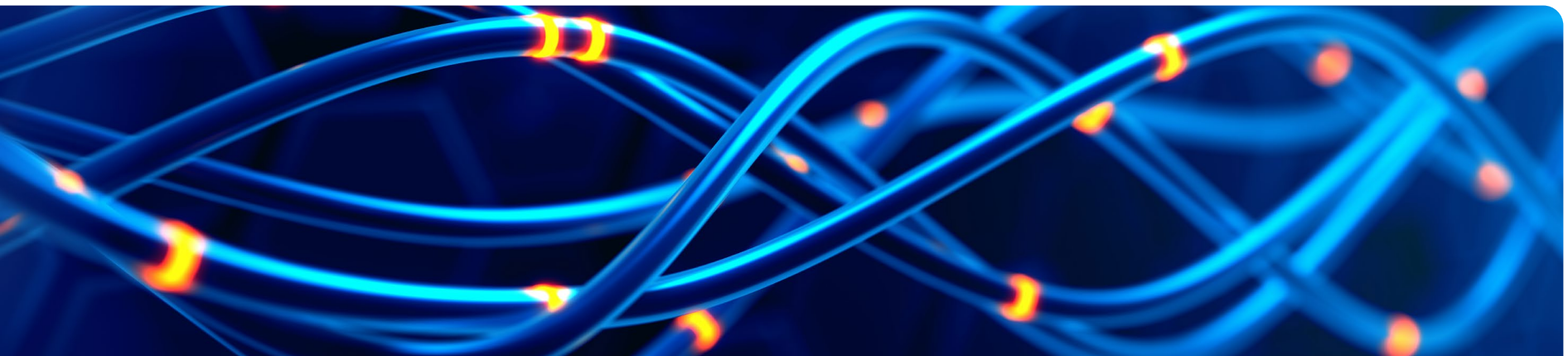
Search doesn't work in a vacuum—especially at scale.

Massive accounts don't just live inside Google Ads. They run across engines, platforms, BI tools, and reporting environments. If everything isn't stitched together, the gaps start showing fast—in attribution, in pacing, in performance.

At this level, even small sync issues cause big downstream effects. That's why data flow, integration quality, and automation are make-or-break. Connecting the dots doesn't just save time—it unlocks optimization everywhere else.

How enterprise tools help you find the 1%:

- **Pre-built enterprise integrations.** Skip the duct tape. Clean, ready-to-go connections mean performance data moves faster—and unlocks gains that lag in slower setups.
- **High-scale stack sync.** Works with Google's tools, but scales where they don't. Real-time sync keeps pacing, bidding, and optimization tuned to what's happening now.
- **Flexible cross-platform mapping.** Performance suffers when inputs don't align. Smarter mapping ensures every rule, signal, and tweak flows through without friction.
- **Heavy-load infrastructure.** Lag kills lift. Systems built for scale process more data, faster—so micro-adjustments actually show up in results.
- **Omnichannel performance visibility.** Most gains don't come from the search tab—they come from seeing how other channels drive it. Integrated views help reallocate spend with precision.



02 SEM CAMPAIGN LIFECYCLE: BUILDING AND LOADING CAMPAIGNS

If setup is slow, optimization never catches up

Search programs at scale don't start from scratch—they scale from structure. But building out campaigns with the right logic, format, and granularity is hard to maintain manually. That's where the right tools help set a stronger foundation.

In this stage, marginal gains are about speed, consistency, and confidence. If you can get it to market faster—with fewer errors and smarter structure—everything that follows performs better. Enterprise workflow tools also free up teams to focus on other areas of need instead of repetitive button pushing.

How enterprise tools help you find the 1%:

- **High-volume bulk builds.** Build thousands of campaigns, ads, and assets in minutes—not days. When setup moves faster, testing and results follow sooner.
- **Granular keyword expansion.** Coverage gaps hide performance gains. Smart tools surface what's missing—especially in long-tail or edge-case queries.
- **AI-assisted copy testing.** Find the better message faster. More variants, less lift, and results that shift performance without slowing the team down.
- **Segment-aware campaign structuring.** Great structure isn't about naming conventions—it's about clarity. Smarter segmentation helps every bid, budget, and signal move with more intent.
- **Multi-channel build alignment.** Consistent logic across engines and channels means cleaner data, faster learnings, and no duplicate effort when you iterate.



03

SEM CAMPAIGN LIFECYCLE: MANAGING AT SCALE

The bigger it gets, the more that breaks.

At this size, campaigns aren't run—they're orchestrated. Budgets, rules, permissions, and workflows all collide. One small error can slip through and drag performance for weeks before anyone notices.

Marginal gains here come from keeping everything moving without falling apart. That means staying on top of spend, catching misfires early, and giving teams the right access without slowing them down.

How enterprise tools help you find the 1%:

- ➔ **High-volume pacing control.** Performance fades when budgets drift. Automated pacing keeps spend balanced across campaigns, even when the numbers move fast.
- ➔ **Custom rule automations.** At this size, manual fixes don't scale. Smart rules turn recurring tweaks into automatic actions—freeing up time to chase new gains.
- ➔ **Always-on issue detection.** Mistakes compound quickly. Alerts and anomaly flags help teams catch misfires early—before they burn budget or skew results.
- ➔ **Multi-team workflow coordination.** Massive programs require handoffs, layers, and oversight. Tools that keep everyone aligned reduce lag, friction, and missed opportunities.
- ➔ **Cross-platform sync + monitoring.** When structure breaks across engines, performance follows. Unified views help spot inconsistencies and close performance gaps.



04

SEM CAMPAIGN LIFECYCLE: SIGNAL DETECTION

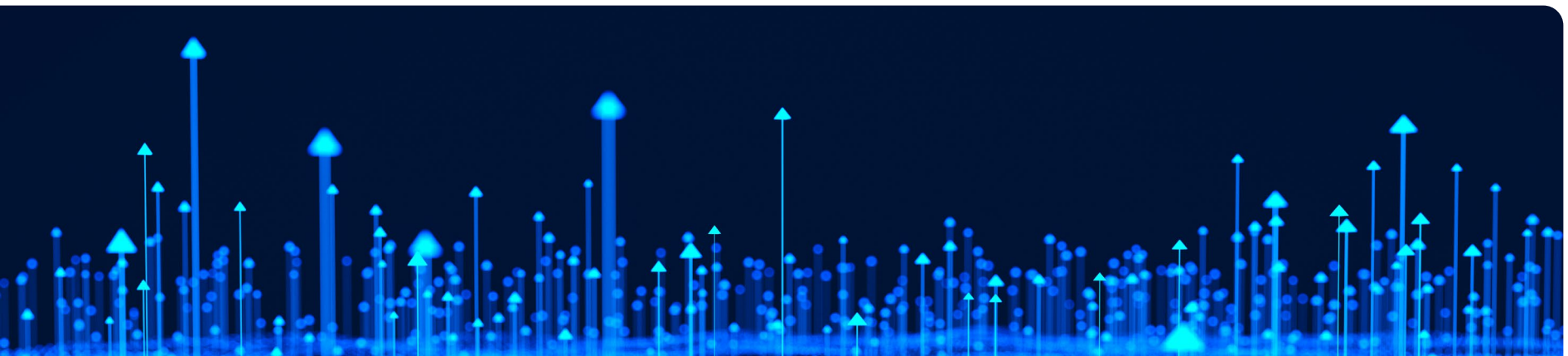
The best teams don't react fast—they detect early.

Enterprise search doesn't just reward fast decision-making. It rewards teams who can see what's changing before the charts shift. And that means having tools that catch quiet signals in the noise.

This is where marginal gains come from speed—not in execution, but in perception. The sooner you know something's off, the sooner you can fix it. And when every percent counts, timing is leverage.

How enterprise tools help you find the 1%:

- ➔ **Program-aware custom alerts.** Set thresholds that match the scale and nuance of your account. Catch issues when they start—not when they spiral.
- ➔ **Early-signal volatility detection.** Big changes rarely announce themselves. Subtle shifts in spend, CTR, or engagement often surface first—if you know where to look.
- ➔ **Live-performance dashboards.** At this scale, speed matters. Real-time views turn instinct into action without waiting for a report to load.
- ➔ **Granular campaign diagnostics.** Not just that something broke—but why. These tools trace issues back to the moment and mechanism so fixes are fast and targeted.
- ➔ **Cross-channel signal mapping.** When search performance moves, it's often triggered elsewhere. Seeing what media drove it helps you adjust in context—not isolation.



05 SEM CAMPAIGN LIFECYCLE: REPORTING AND ANALYTICS

If it's not easy to see, it's not going to drive better decisions.

Enterprise programs don't suffer from a lack of data—they suffer from too much of it, spread across disconnected views. Reporting becomes its own project. Numbers drift. Stakeholders spend more time wrangling spreadsheets than pulling insights.

This stage is about reducing the drag. The easier it is to surface the right view, the quicker the right person can act. Marginal gains come from that kind of clarity: less friction, faster feedback loops, and more confidence in what's working.

How enterprise tools help you find the 1%:

- **Enterprise-grade dashboards.** When you're managing millions in spend, the view matters. Custom dashboards surface exactly what each team needs to act—no noise, no digging.
- **Automated report workflows.** Manual reporting slows everything down. Automation creates consistency, speed, and space to focus on what's changing—not formatting.
- **Unified cross-channel analytics.** Decisions aren't made in silos. When paid search fits into the full picture, budget shifts and optimization strategies get smarter.
- **Flexible tagging and visualizations.** Cleaner structure leads to cleaner insights. Smart tagging and clear visuals help you spot patterns sooner—and act faster.
- **Executive-ready exports.** The right format can make or break alignment. When results are easy to understand, stakeholders are faster to approve change.



06 SEM CAMPAIGN LIFECYCLE: MEASUREMENT AND INSIGHTS

It's not enough to know what happened—you need to know what mattered.

Enterprise marketers don't just want numbers. They want clarity. They want to understand how campaigns actually drove business results—what shifted behavior, what moved product, what made a difference.

That means looking deeper than click paths and attribution windows. It means isolating real impact. And doing that takes measurement systems built for more than correlation—it takes tools that reveal true incrementality across every channel.

How enterprise tools help you find the 1%:

- **Incrementality measurement at scale.** Not every conversion counts. iROAS filters signal from noise, showing which campaigns are actually driving growth—so spend doesn't just look efficient, it becomes efficient.
- **Multi-source attribution inputs.** Survey data and commerce signals fill in the blanks left by clicks alone. The result? Smarter allocation, less wasted budget, and tighter alignment with consumer truth.
- **MMM- and MTA-ready frameworks.** Seamless inputs into your broader models let paid search pull its weight across the whole funnel—not just in platform-reported metrics.
- **Custom business logic for clarity.** When reporting reflects your real success metrics, optimization gets sharper. No more chasing platform goals that don't translate to business value.
- **Time-aware impact tracking.** Not all value shows up overnight. These tools help identify slow-burn wins and long-tail impact—so the system doesn't favor what's fast over what works.



07

SEM CAMPAIGN LIFECYCLE: CONTINUOUS TESTING AND OPTIMIZATION

The programs that win are the ones that never stop evolving.

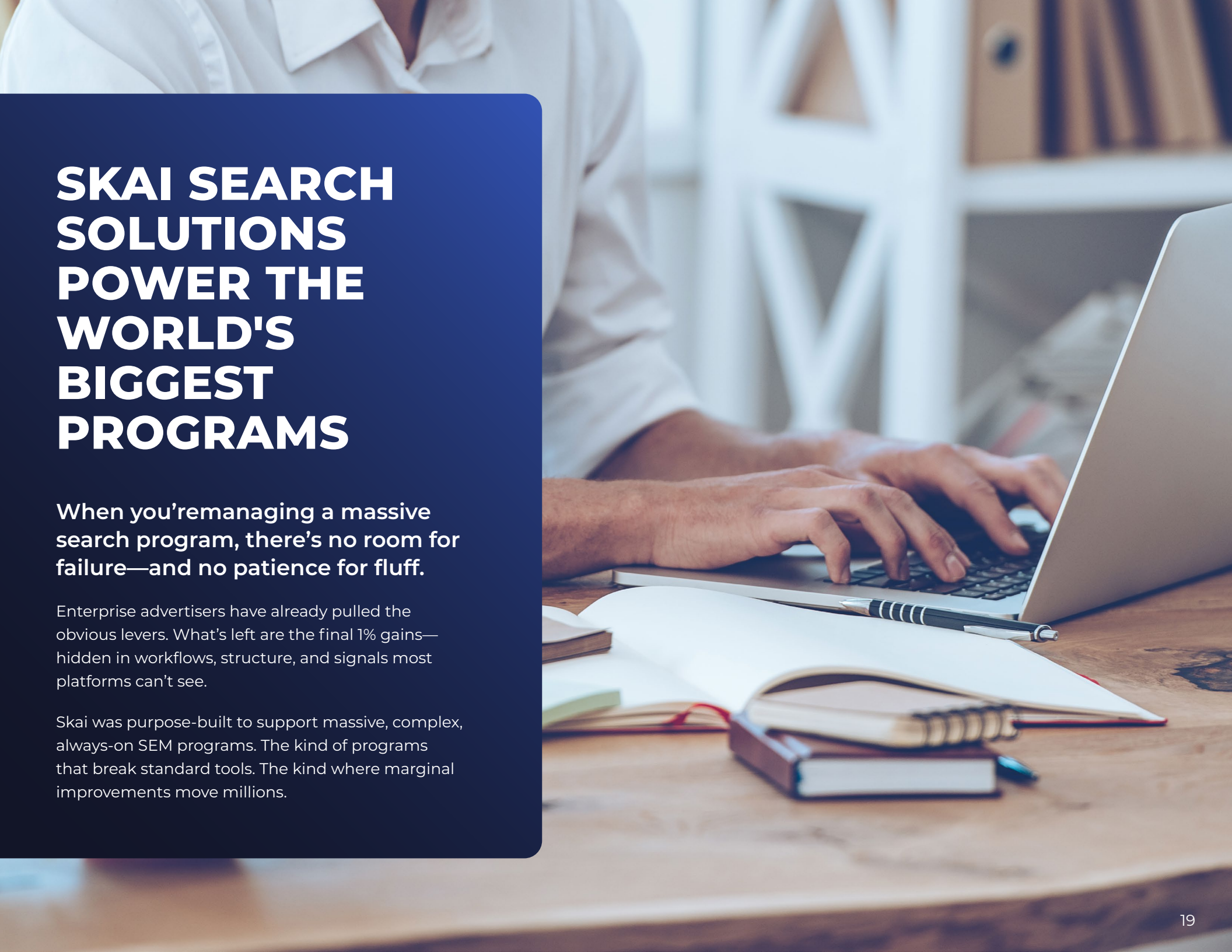
Enterprise search isn't static—it's shaped in real time by shifting priorities, changing consumer behavior, and constant experimentation. The accounts that stay ahead aren't the ones that get it “right” once. They're the ones that keep improving.

Marginal gains at this stage aren't about massive experiments. They're about building a system that makes iteration a default—where testing is easy, insights are fast, and learnings actually get implemented. That's how the best teams stay sharp.

How enterprise tools help you find the 1%:

- **Centralized test planning.** At enterprise scale, fragmented testing creates noise. A single system for test visibility keeps teams aligned and experiments meaningful—so insights drive action, not confusion.
- **Segmented creative experimentation.** One-size-fits-all testing won't cut it across hundreds of audiences and products. Structured segmentation helps surface high-impact learnings faster—and for the right slice of your business.
- **Real-time test analytics.** Large programs can't wait weeks to see what's working. Instant results mean faster pivots and a steady stream of micro-optimizations that add up to measurable lift.
- **Automated workflow activation.** In accounts this big, every manual step is friction. Let winners go live automatically and keep the system evolving—without bottlenecks.
- **Learning libraries and team sync.** With this many moving parts, you can't afford to relearn the same lessons twice. Preserved results, shared access, and collaborative feedback loops drive better tests over time.





SKAI SEARCH SOLUTIONS POWER THE WORLD'S BIGGEST PROGRAMS

When you're managing a massive search program, there's no room for failure—and no patience for fluff.

Enterprise advertisers have already pulled the obvious levers. What's left are the final 1% gains—hidden in workflows, structure, and signals most platforms can't see.

Skai was purpose-built to support massive, complex, always-on SEM programs. The kind of programs that break standard tools. The kind where marginal improvements move millions.

SKAI FOR ENTERPRISE SEARCH SINCE 2006

Two decades at the edge of what's possible.

Skai didn't pivot into enterprise SEM—we built for it from the start. Long before automation became standard and AI made headlines, we were helping the world's most sophisticated advertisers manage search at scale. More than \$100 billion in global SEM spend has run through our platform. And we've seen it generate over a trillion dollars in downstream revenue.

The accounts we supported early on would've broken other platforms. They were massive, complex, and evolving fast—and we've spent the last two decades building technology that keeps up.

We've learned what it really takes to support enterprise search. What breaks. What matters. And what it takes to win when the easy gains are gone.



SKAI SEARCH: REAL CLIENT RESULTS

CLINIQUE

Clinique drove a [6.5x ROAS during Cyber 5](#), capitalizing on real-time search optimizations to meet surging demand.

kaspersky

Kaspersky saw measurable growth across a multi-engine global strategy in a mature market, achieving [revenue gains](#) with automated bidding and budget management.



Royal Bank of Canada [increased CTR by 17.5%](#) by identifying underperforming ads and reallocating spend accordingly.

Kinase

Kinase (Tool Station) drove a [168% lift in ROI](#) through enhanced targeting and real-time signal improvements.

Rakuten Advertising

Rakuten Advertising strengthened paid search performance [through keyword discovery and intent-driven messaging](#), helping uncover growth areas across high-intent segments.

iPROSPECT

iProspect enhanced performance for a fashion brand [with smarter bidding and budget allocation](#), leading to stronger returns on search investment.

BUILT FOR THE WORK THAT NEVER FIT IN THE STANDARD TOOLSET

Hundreds of capabilities—designed with the biggest search advertisers in mind.

Over the past two decades, we've built an enormous toolbox—hundreds of capabilities engineered to meet the demands of the most complex SEM programs in the world.

These aren't generic features. They were developed with direct input from our clients—some of the largest and most advanced search teams in existence—based on real challenges that couldn't be solved anywhere else.



Just a few Skai Search tools that save time, drive performance, and reduce errors. In the pages that follow, each tool is explored in greater detail.

SEARCH TERM ANALYSIS

Let AI analyze your queries and unlock hidden efficiency at scale.

CROSS-ENGINE MIRRORING

Keep structure consistent across platforms without duplicating effort.

SIGNAL ENHANCEMENT

Feed automation smarter data for sharper, faster decisions.

SKAI AUDITS

Catch account issues early—before small problems become big ones.

BUDGET NAVIGATOR

Align budgets to goals and pace spend automatically with machine learning.

EXPERIMENTS

Launch statistically sound A/B tests directly in-platform.

AUTOMATED ACTIONS

Set performance-based rules that auto-optimize in real time.

SMART TAGS

24/7 AI-powered alerts and insights to keep campaigns synced, relevant, and on track.

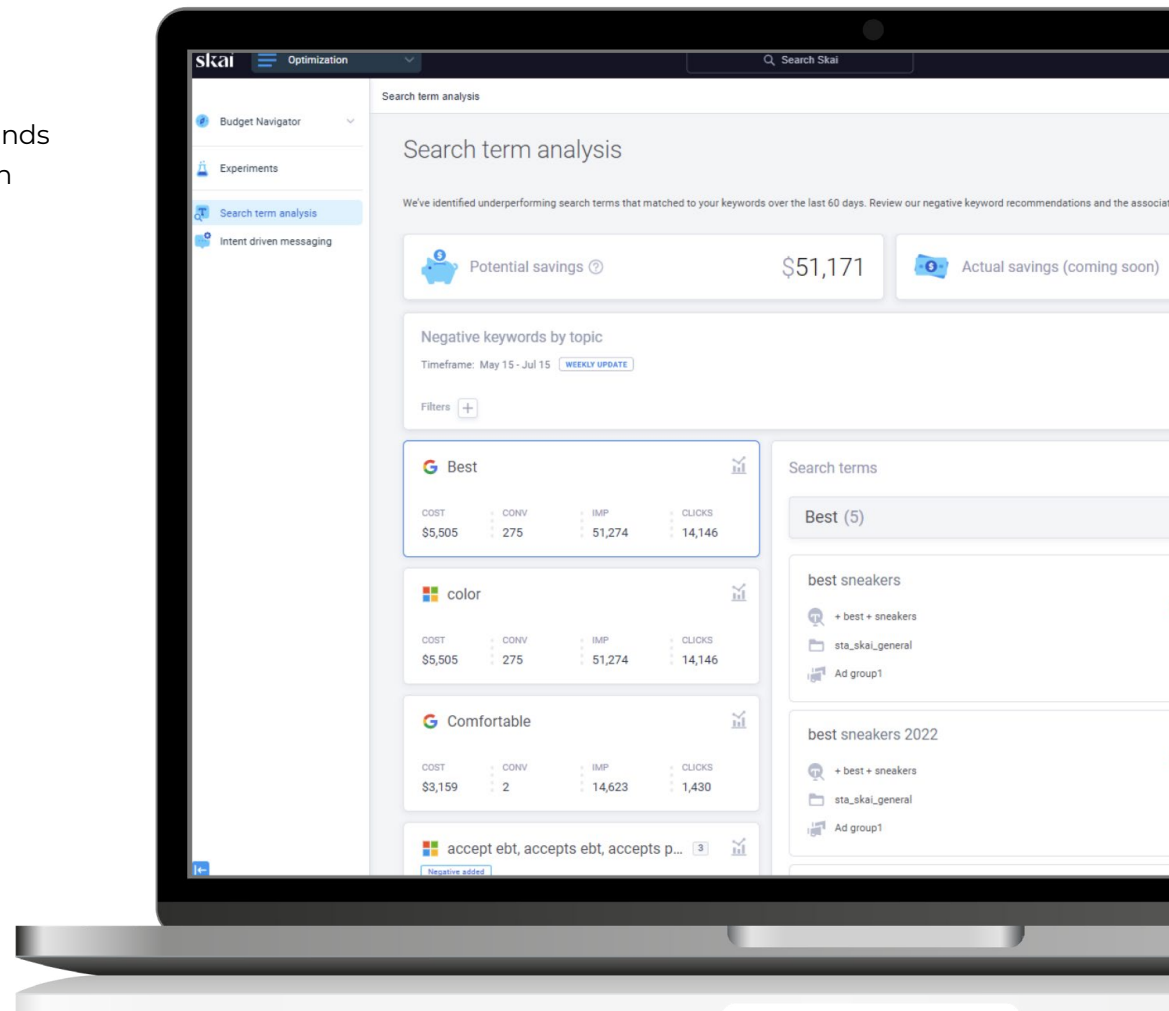
SKAI ENTERPRISE TOOL: SEARCH TERM ANALYSIS

AI that analyzes millions of queries in minutes—so you don't have to.

Pruning queries works. It's one of the few guaranteed ways to cut waste and improve precision. But in an enterprise search program, where millions of terms pile up weekly, it's a full-time job. And as soon as you're done, it's already time to start over.

[Skai's Search Term Analysis](#) makes it fast, smart, and scalable. It finds what's helping, what's hurting, and what's missing—so teams can unlock that next 1% without getting buried in the noise.

- **Enterprise scale.**
Built to scan and surface insights across millions of terms
- **Smarter filtering.**
Uses AI to flag low-intent or irrelevant queries automatically
- **Gap detection.**
Spots high-performing terms that aren't covered by current keywords
- **Budget precision.**
Redirects spend away from noise and toward real intent
- **Faster cycles.**
Enables weekly improvements, not quarterly cleanups



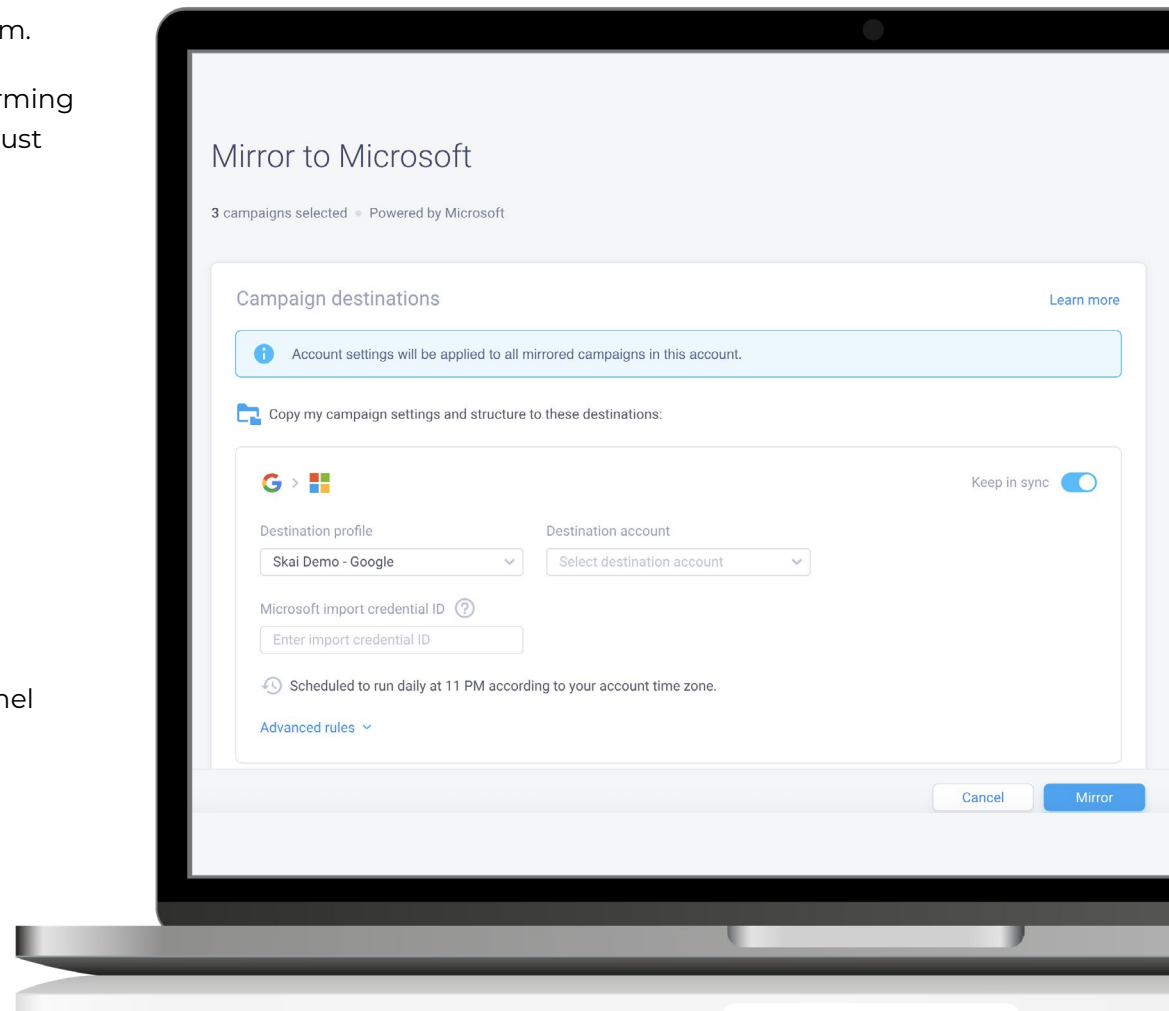
SKAI ENTERPRISE TOOL: CROSS-ENGINE MIRRORING

Copy your best Google campaigns to Microsoft—in one click.

Let's be honest—Google gets the A-team. It's where the strategy lives, where tests launch, and where structure gets tight. Microsoft? It often gets copied over later—if at all. For small accounts, the value is minimal. But with massive accounts, it's critical to your total search program.

[Skai's Cross-Engine Mirroring](#) makes it easy to clone high-performing Google builds directly into Microsoft. No rebuilds. No extra QA. Just more reach and more return—with zero structural drift.

- **Enterprise structure sync**
Mirror Google campaign frameworks in Microsoft instantly
- **One-click duplication**
Align naming, audiences, and logic across engines
- **Consistency at scale**
Eliminate mismatches that stall testing or skew results
- **Speed to launch**
Expand into Microsoft without operational drag
- **Easy extra lift**
Capture the 1% hiding in your second-most important channel



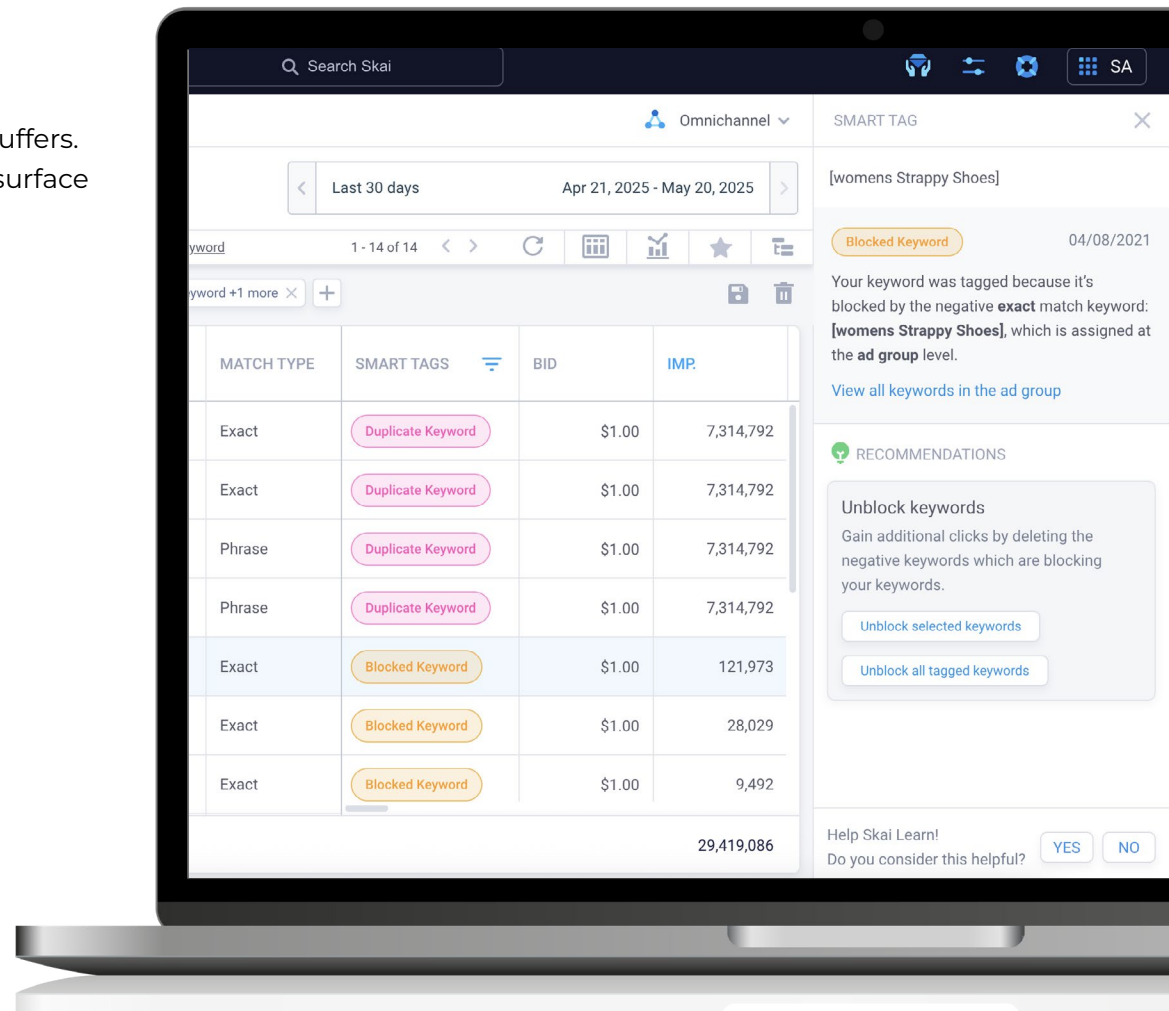
SKAI ENTERPRISE TOOL: SMART TAGS

AI that flags what humans miss 24/7 365—before performance drops.

In enterprise search accounts, issues hide in plain sight. Ads fatigue. Audiences shift. Campaigns fall out of sync. And when teams are stretched across hundreds of campaigns, those small changes slip through.

[Skai's Smart Tags](#) constantly scan live data for patterns and problems—alerting you to what's shifting before performance suffers. It's like having a second set of eyes on every campaign, built to surface the 1% wins others miss.

- **Always-on detection**
AI monitors thousands of signals 24/7
- **Creative fatigue alerts**
Flags ads losing relevance so refreshes land on time
- **Audience shifts**
Detects changes in traffic mix before performance erodes
- **Preventative action**
Fixes issues early—before results take a hit
- **Search-first focus**
Built specifically for paid search, not just generic alerts



SKAI ENTERPRISE TOOL: SIGNAL ENHANCEMENT

Your data tells the story of what works—Skai helps search act on it.

Every massive search program runs on more than just clicks. There's context—product availability, margin, velocity, reviews, local trends. Google's Smart Bidding and ad selection perform better with this information—but most enterprise teams can't share it directly. Especially when their brand competes with Google elsewhere.

[Skai's Signal Enhancement](#) tools bridge that gap. They let you feed critical data into campaigns safely, transforming business intelligence into optimization logic—without giving the full playbook away. That's how enterprise teams find the 1%—in signals no one else can see.

- **Feed-level enrichment**

Add margin, inventory, and review signals directly into ad logic

- **Near-real-time updates**

Campaigns react as fast as your business changes

- **Commerce-aware automation**

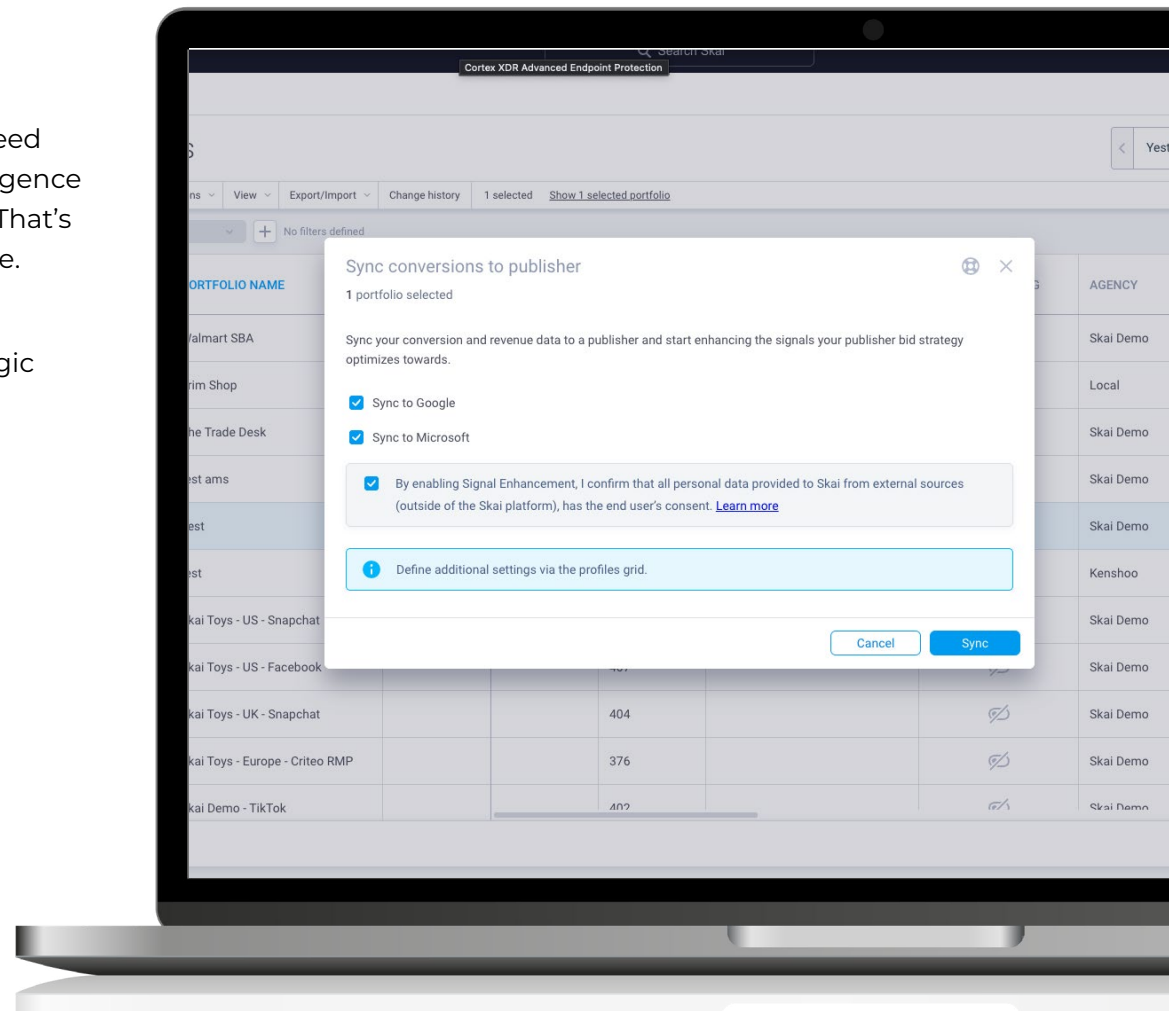
Let sales and supply data drive bidding, not just clicks

- **Smarter spend allocation**

Prioritize what matters, not just what converts

- **Enterprise-grade controls**

Feed Smart Bidding the right context—without full visibility



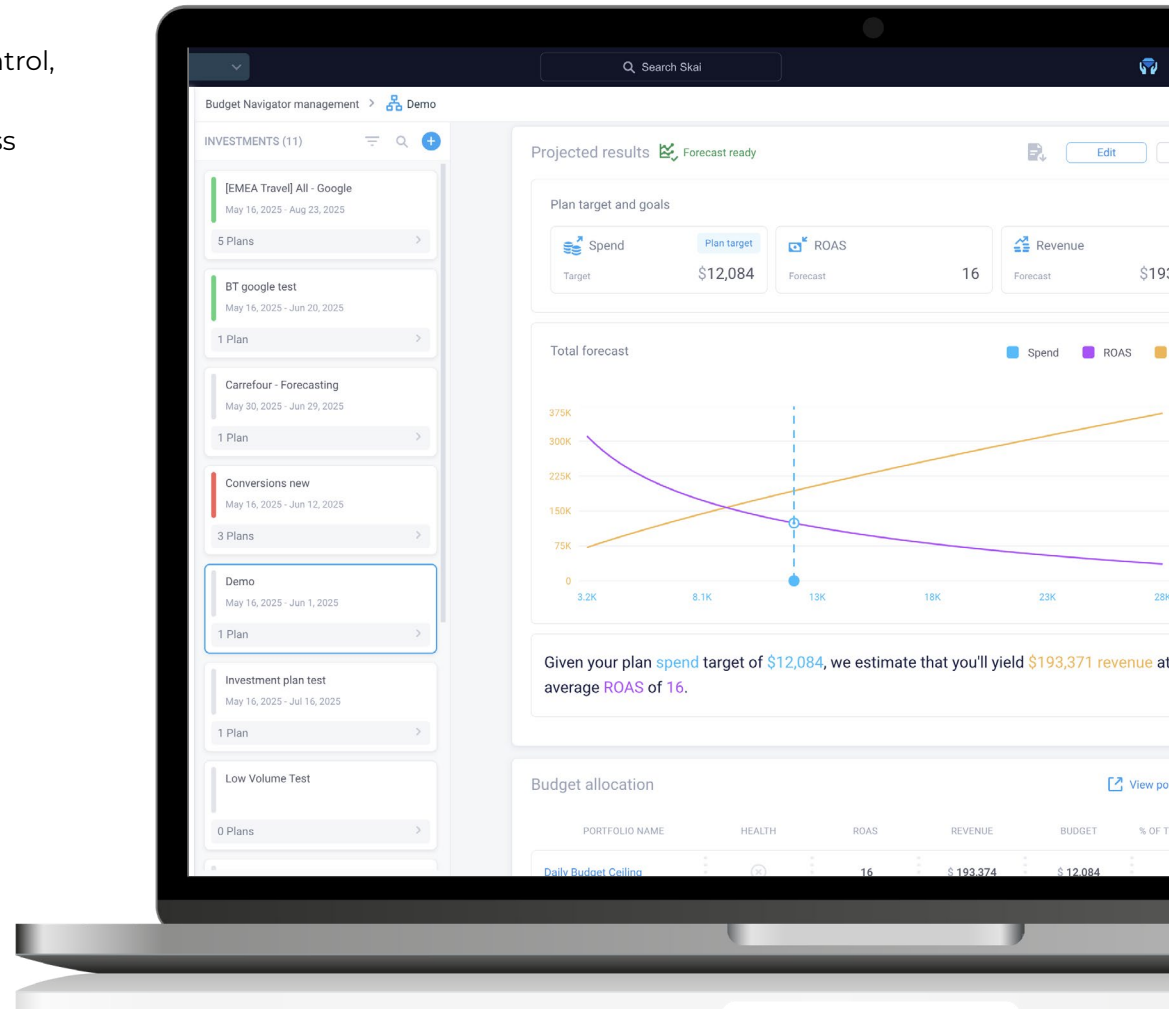
SKAI ENTERPRISE TOOL: BUDGET NAVIGATOR

Smarter budget control that adapts in real time—so you don't have to.

Enterprise SEM budgets shift constantly. Promotions drop. Inventory flexes. Leadership wants pacing reports at 7am. Manual management at scale is a full-time job—until it isn't.

[Skai's Budget Navigator](#) brings machine learning to budget control, balancing flexibility with precision. It dynamically paces spend, reallocates across portfolios, and keeps you in sync with business goals—without spreadsheets, guesswork, or fire drills.

- **Goal-based optimization**
Align spend with business targets like revenue or margin
- **Automated pacing**
Avoid overspending or stalling mid-flight—automatically
- **Multi-level controls**
Set rules at the campaign, portfolio, or account level
- **Proactive alerts**
Get ahead of under-delivery and over-delivery before they derail results
- **Decision-ready insights**
See exactly where to adjust and what to expect next



SKAI ENTERPRISE TOOL: EXPERIMENTS

Test what matters—without blowing up your campaign.

Every SEM team wants to run more tests. But coordinating clean experiments across large programs is tricky—and the risk of disrupting performance holds teams back.

[Skai's Experiments](#) framework lets you test at scale without leaving your daily workflows. It builds statistically sound A/B structures, tracks results over time, and helps you validate decisions with confidence—not guesswork.

- **Built-in design**

Set up clean, repeatable experiments in just a few clicks

- **Campaign-safe structure**

Minimize risk while testing bids, budgets, or ads

- **Statistical tracking**

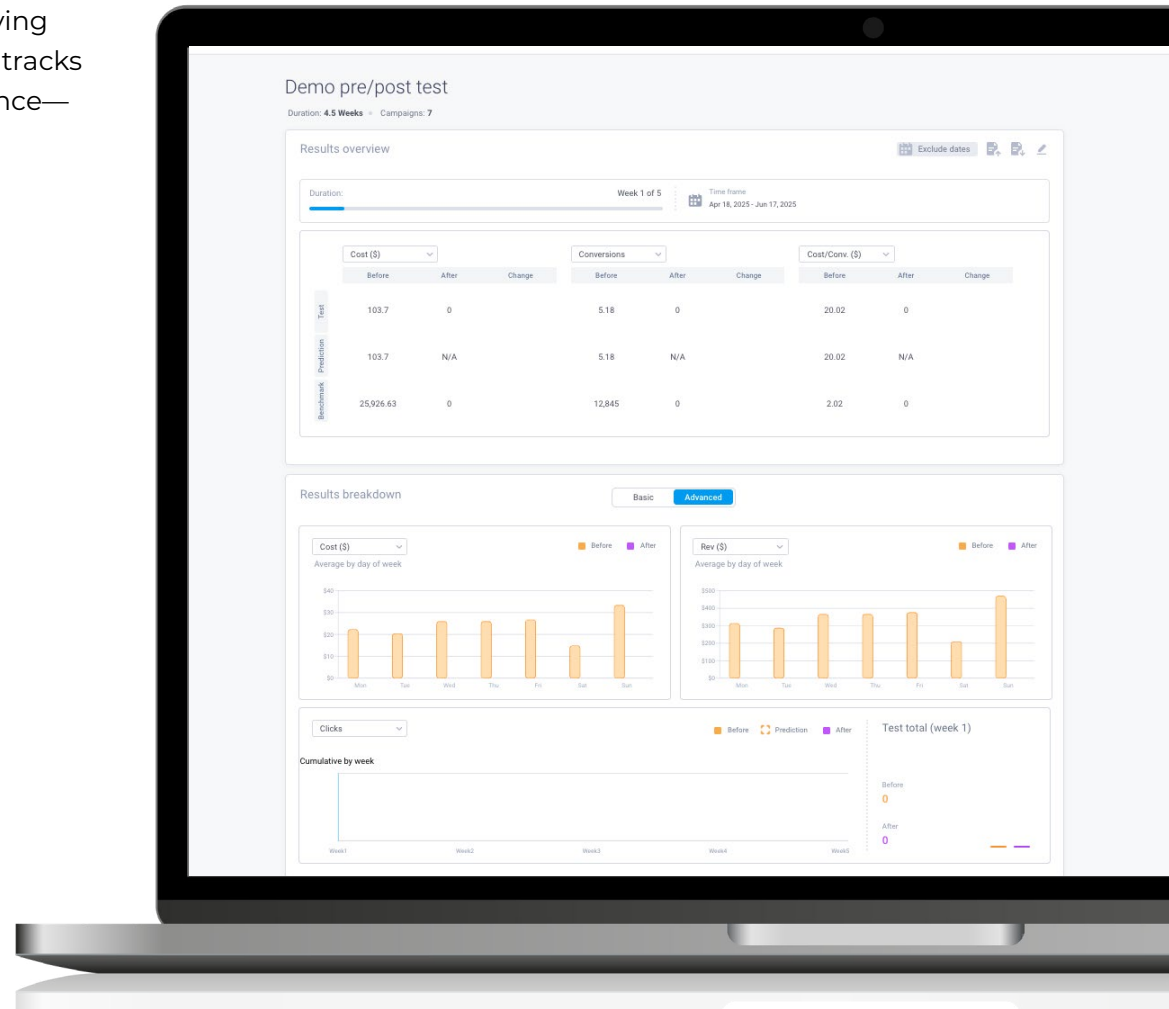
Know when results are meaningful—not just noise

- **Multi-variable testing**

Compare multiple changes side-by-side in one view

- **Faster learning loops**

Get insights quickly and apply them across accounts



SKAI ENTERPRISE TOOL: AUTOMATED ACTIONS

If performance shifts, your campaigns respond—instantly.

In big programs, even small dips can cost millions. But it's impossible to watch every keyword, every hour of every day.

[Skai's Automated Actions](#) let you set intelligent triggers tied to campaign performance. When something shifts—good or bad—the system acts. No lag, no manual cleanup. Just faster reactions and tighter performance.

- **Custom rules engine**
Set if/then logic to monitor key metrics in real time
- **Automatic fixes**
Pause, boost, alert, or adjust as needed—without human input
- **Campaign-wide coverage**
Apply rules across entire portfolios instantly
- **Error-proof logic**
Guardrails ensure safe and reversible changes
- **Always-on optimization**
React to trends as they happen—not hours later



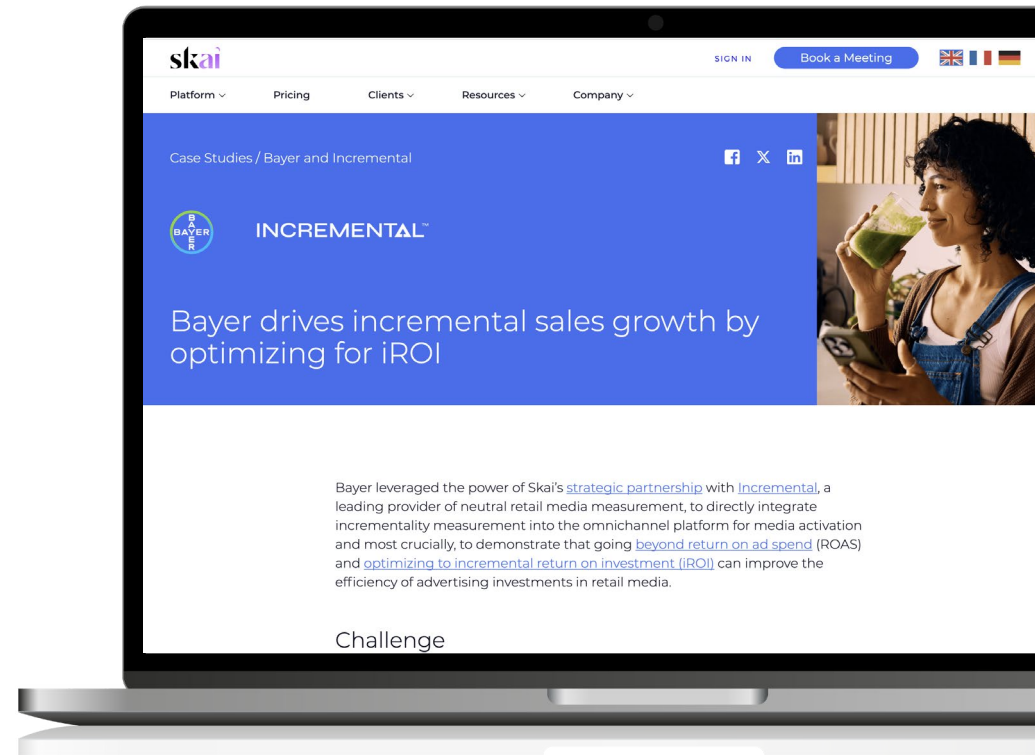
skai LABS THE DIFFERENTIATOR

When off-the-shelf won't cut it, we build what you need.

No two enterprise search programs look the same. The structure. The logic. The approvals. The tech stack. That's the reality at this level—every account is an edge case. And when you're facing challenges no other marketer has, you need more than a roadmap. You need a partner who can build with you.

Skai Labs is that partner. It's our internal innovation engine—an embedded R&D team that works directly with clients to develop custom tools, automation, and reporting systems tailored to their exact needs. Because the most powerful solutions are the ones made just for you.

- Built-for-you development. Tools tailored to your process, not a generic template
- Fast-turn innovation. Rapid prototyping and iteration to match business needs
- Plug-and-play tools. Production-ready features that integrate seamlessly into live accounts
- Real collaboration. Built with clients, not just for them
- Enterprise-first mentality. Designed with complexity and scale in mind



CASE STUDY: Bayer drives incremental sales growth by optimizing for iROI

CHALLENGE: Bayer's search program had grown more complex than its infrastructure could support. With strict compliance controls and fragmented data pipelines, teams couldn't answer key performance questions fast enough to act.

SOLUTION: Skai Labs partnered closely with Bayer teams to build a custom analytics environment. The solution included automated data unification, compliance-sensitive reporting, and export-ready model outputs.

RESULT: Bayer reduced manual analysis time, eliminated key blind spots, and unlocked faster paths from insight to action—even within one of the most tightly regulated business environments in the world.

WHY CROSS-CHANNEL MATTERS IN YOUR SEM PLATFORM EVALUATION

Search is the most connected channel in the media mix. Are you set up to lead it—or just execute it?

Search doesn't happen in isolation. Every other channel—TV, social, retail media, even in-store—nudges consumers to search. And what they find in search affects every channel downstream. That's not a future trend. It's the current reality.

You don't need to own every channel.

But you do need a platform that sees the full picture and helps you act on it—whether today or a quarter from now.

If search is where the signal lives, your SEM tool should be built to connect the dots.

Questions to future-proof your SEM strategy for the omnichannel world



Can the platform show how other channels are driving search intent—and vice versa?



Does it integrate retail media, paid social, and search data into a unified view?



Can it surface patterns between top-funnel campaigns and lower-funnel keyword performance?



Will it help identify when to shift budget or creative based on cross-channel signals?



Does it enable insight-sharing across channel teams—or keep search in a silo?



Is the platform built to evolve with commerce media and emerging omnichannel formats?



SKAI VS. SA360: KEY DIFFERENTIATORS FOR ENTERPRISE SEM

Learn why enterprise marketers are making the switch

At the enterprise level, search is about operational control and incremental gains—not just visibility. With 20+ years of experience, Skai gives marketers the tools, customization, and support to manage massive, always-on programs across channels and teams. And many of the world's largest brands compete directly or indirectly with Google across retail, travel, or local services—making platform neutrality more than a preference; it's a necessity.

Skai vs. SA360: What Enterprise SEM Teams Need to Know

Category	Skai	SA360
Platform Ownership	Independent, publisher-agnostic	Owned by Google—part of the GMP
Cross-Channel Support	Full support for Google, Microsoft, Amazon, Walmart, TikTok, and more	Primarily Google and Microsoft
Customization	Custom bidding, pacing, budgeting, alerts, and workflows via Skai Labs	Limited to Google's predefined smart bidding and templates
Support Model	Strategic, white-glove service with dedicated experts and custom onboarding	Primarily reactive support with slower rollout of training and resources
Data Transparency	No black-box algorithms; advanced insights into every campaign component	Google optimization often lacks visibility into logic, especially with Smart Bidding
Innovation Velocity	Co-developed with clients; constant release cycle	Slower evolution, limited ability to adapt outside of Google's roadmap
Reporting	Full-funnel insights across search, retail media, and social	Focused on search + GMP; harder to integrate external data streams
Customer Journey Tools	Advanced tools like PMax audits, destination optimization, and search intent detection	Limited insight into user behavior beyond clicks/conversions
Automation & Efficiency	Visual dashboards, auto-structure audits, performance alerts, rule-based optimization	Performance Center and portfolio bidding; fewer customization levers
Pricing	Premium pricing for enterprise-grade control and results	Inexpensive, often offered at deep discounts through agencies
Trust & Neutrality	No channel bias; built to optimize the entire media mix	Biased toward Google performance to drive spend within the ecosystem

CONCLUSION: TAKING CONTROL OF ENTERPRISE SEARCH

Enterprise search isn't broken. It's just waiting to be optimized again.

This report set out to make a case—not just for the importance of paid search, but for the reality that large-scale accounts live in a different world. A world where volume isn't the problem. Complexity is. And managing that complexity isn't about big swings or silver bullets. It's about finding the system beneath the noise.

We introduced the idea of marginal gains as the only sustainable path forward. Then we broke down the SEM campaign lifecycle to show where those 1% improvements can hide—and how enterprise tools help surface and activate them. What emerged isn't a single strategy. It's a mindset. One that prioritizes consistency, speed, structure, and experimentation at every stage.

This isn't theory. It's practice. It's what the most sophisticated advertisers are already doing. And it's what the Skai platform was built for: not to replace your strategy, but to accelerate it—with tools that don't slow down at scale, and a team that knows how to keep momentum.

You don't need a new philosophy. You need a new system. One that sees performance not as a breakthrough—but as a discipline..

THINK YOU'VE TRIED EVERYTHING WITH YOUR MASSIVE SEARCH ACCOUNT? Let's show you and your team what Skai can do in a tailored demo of our platform.

ABOUT SKAI

Skai is an omnichannel advertising platform, uniquely enabling brands and agencies to run data-driven programs across commerce media. It empowers both media leaders and activation teams to drive impactful results from their advertising program with AI-powered decisioning, activation, and optimization solutions. Its partners include Google, Amazon Ads, Microsoft, Walmart Connect, Instacart, Criteo, TikTok, Snap, Pinterest, Meta, and more.

For over a decade, Skai has earned trust from notable brands such as Adidas, DoorDash, Haleon, Sony, Philips, and Pepsi. Renowned for innovation and a values-driven culture, Skai is headquartered in San Francisco and has eight international locations.

Visit skai.io for more information.

