

Brazilian Directory and Business Services Organization, GuiaMais, Gains SEM Efficiency through Kenshoo

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BACKGROUND

GuiaMais, a company of Carvajal Group, is the largest local search portal for services and facilities in Brazil. With more than 4 million registered companies and approximately 25 million monthly site visitors, GuiaMais required a technology partner to help increase SEM efficiency and scale its paid search program.

CHALLENGES

- ▶ Quickly scale creation of new profiles and campaigns
- ▶ Automate routine tasks of campaign management
- ▶ Better understand campaign performance and how campaigns are tracking toward spend and goal targets

SOLUTION

- ▶ Utilize Kenshoo's Profile Wizard to efficiently onboard high volumes of campaigns and local listings
- ▶ Leverage Bulk Creation capabilities to launch multiple profiles across various AdWords accounts directly in Kenshoo
- ▶ Generate Client Performance Reports to concisely view top-level account performance snapshots
- ▶ Set Profile Objectives and Budget Management thresholds to take action on campaigns that have completed budget cycles or hit performance goals
- ▶ Utilize cross-profile Advanced Search in conjunction with Scheduled Actions to execute bulk actions on targeted campaign elements, including custom bid management

RESULTS

50%
Time Savings

2,000
New Accounts

- ▶ Cut time to launch new campaigns by nearly 50%
- ▶ Improved ability to onboard clients and monitor churn more efficiently, increasing number of current active accounts to more than 2,000
- ▶ Streamlined overall account management while reducing overhead costs

“Kenshoo has helped us to more accurately forecast and analyze performance for our search clients, which had been a particular challenge in the SMB market. The bulk workflow tools, such as Advanced Search, are indispensable in our daily work routine, saving us countless hours of manual execution and enabling us to efficiently scale our efforts.”

— Eidy Cavalheiro, Operations Director, GuiaMais