

# eProspects Quadruples Conversions with Kenshoo Portfolio Optimizer™

Financial Services Campaigns Benefit from Responsive Algorithms in Kenshoo

## BACKGROUND

**eProspects** eProspects is a UK-based digital media agency with a performance-centric approach. It designs creative solutions for financial services clients, aiming to connect them to audiences across digital media channels. eProspects began working with Kenshoo™ for its search marketing needs in 2008, steadily building a solid partnership based on performance and innovation.

## CHALLENGE

eProspects constantly monitors its campaigns to ensure optimal performance. In the highly competitive and expensive financial services vertical, efficiency is paramount. The company started looking for ways to improve performance while maintaining or improving cost-per-acquisition. Account teams were spending countless hours analysing campaign data to determine the appropriate bid strategy based on campaign goals, so the Kenshoo team suggested a more automated approach.

## SOLUTION

Kenshoo worked with eProspects to implement Kenshoo's portfolio-based bid policy, known as Kenshoo Portfolio Optimizer (KPO), aimed at improving conversion performance. Specific campaign objectives and the need for a very responsive algorithm were

discussed at length. Extensive analysis was performed by Kenshoo's team of PhDs to ensure ensure Kenshoo Portfolio Optimizer would deliver the desired results. After launch, the Kenshoo system provided bid strategies based on market conditions and the outlined objectives. The eProspects team had complete transparency into the bid suggestions and was able to evaluate forecasted performance models. This enabled the team to ultimately maintain visibility while also saving time. The Kenshoo system performed the in-depth analysis which the eProspects team had typically done manually.

## RESULTS

The campaigns utilizing Kenshoo Portfolio Optimizer experienced exceptional results. Conversion rates doubled — and in some cases quadrupled. KPO consistently delivered increased clicks and conversions while decreasing cost-per-click and acquisition. "We are thrilled with the results and especially like the responsiveness of the bid recommendations made by the Kenshoo system," said Azam Zaka, CEO of eProspects.

“As a result of the success we saw with the initial campaigns, we have rolled out portfolio-based policies across our client base.”

**Azam Zaka** eProspects CEO 

