

Kenshoo Delivers 71% Increase in ROI

iProspect Uses Kenshoo to Drive Over Half a Billion Highly Targeted Impressions and Unprecedented Brand Engagement



BACKGROUND

iProspect, a leading global digital performance agency, had a long-standing apparel manufacturer client with a deep interest in social advertising. The agency and client worked together to craft a social marketing campaign centered on Facebook.

CHALLENGE

iProspect was leveraging social media to connect with one of the apparel manufacturer’s core markets, college students. In order to meet the campaign’s aggressive awareness and conversion goals, the team needed to create a highly relevant and engaging campaign.

The campaign targets, ad creative, and landing page experience needed to be coordinated to ensure students were attracted by ads showing their school colors and brought to a landing page customized to their college. Complex tracking was also required across the campaign to enable performance visibility and optimization.

SOLUTION

iProspect launched the campaign using Kenshoo’s sophisticated feature set. Kenshoo, built specifically for Facebook campaigns, enabled the agency to create a series of campaigns and ads that specifically targeted each audience segment with highly relevant creative.

Kenshoo’s unique ad group structure gave iProspect the ability to create ads targeted to different demographics, then group those ads by style and color to match a specific university’s colors.

RESULTS

The campaigns running through Kenshoo saw an impressive 71% increase in ROI over previous campaigns. Creating targets and highly relevant ads at scale through Kenshoo paid off as the campaign received more than half a billion ad impressions. Thus, the campaign reached the equivalent of approximately five Super Bowl audiences with the benefit of a highly efficient model with more visibility into viewer reaction.

