

NetGiant Improves ROI by 45% Using Kenshoo's Customised Bid Policies

Kenshoo Portfolio Optimizer™ Delivers 44% Lift in Overall Revenue

BACKGROUND



NetGiant Ltd. is the name behind CartridgeMonkey.com and TonerGiant.co.uk, two of the UK's most successful Internet retailers of printer consumables. This multi-million pound printer supply company focuses on delivering quality, low-cost products backed by high-value customer service.

CHALLENGE

NetGiant's business model relies heavily on traffic and conversions driven from search marketing campaigns. Its online retail business demands efficiencies at every level, and the company is always looking for ways to evolve its search marketing strategy to gain the best return. In early 2010, NetGiant implemented keyword level bid policies with Kenshoo. The company saw positive results almost immediately and was eager to optimise the campaigns further.

“The portfolio-based policies developed by Kenshoo's research team enabled us to reach our aggressive campaign goals. We couldn't be happier with the results driven by these complex algorithms.”

Gary Flynn
NetGiant Owner 

SOLUTION

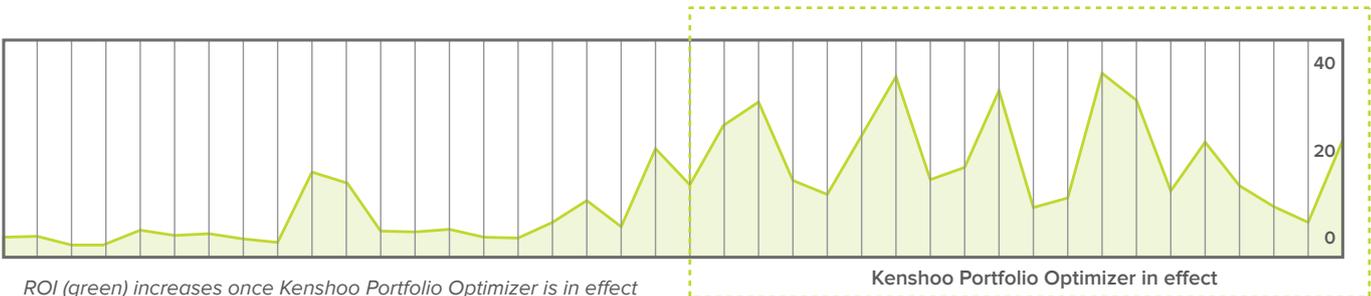
Kenshoo recommended a portfolio-based approach to bid management as the next step for evolving NetGiant's campaigns. The NetGiant team partnered with Kenshoo's research group to develop a tailored strategy leveraging Kenshoo Portfolio Optimizer (KPO).

NetGiant was impressed with the ability to customise the policy based on the needs of its business and felt comfortable with the portfolio-based approach because of the robust forecasting capability Kenshoo offered. The KPO algorithm took historical data into account when suggesting a bid strategy and offered full transparency on the suggested bids. This ensured that the NetGiant teams maintained visibility into the bidding approach at all times.

RESULTS

Kenshoo Portfolio Optimizer delivered impressive results for NetGiant. The algorithms made intelligent bid optimisation recommendations based on the goals NetGiant outlined and the conditions of the market.

As a result, these campaigns drove more clicks and conversions at an extremely efficient CPC. The overall outcome was a 45% lift in ROI and a 44% lift in overall revenue.



ROI (green) increases once Kenshoo Portfolio Optimizer is in effect

Kenshoo Portfolio Optimizer in effect