

Retailer Grows Search Advertising Revenue by Nearly 200% with Kenshoo™

Kenshoo's RealTime Campaign Solution Delivers Time Savings and Improved Performance

BACKGROUND

A Fortune 500 company and popular retailer provides customers access to books, magazines, newspapers and other content across its multi-channel distribution. In preparation for the busy holiday season, the company began using the Kenshoo to manage its search advertising campaigns.

CHALLENGE

The company wanted to emphasize its e-reader technology along with popular titles to create a huge opportunity for the retailer to promote its offering. Heavy industry competition demanded that the company efficiently and effectively reach customers with relevant offers at relevant times. In order to drive sales to the website and offline stores, the retailer needed to streamline workflow and dynamically display relevant promotions based on inventory and limited time offers.

SOLUTION

Just prior to kicking off to the holiday season, the company chose to license Kenshoo to manage search advertising efforts. Kenshoo automated the creation and optimisation of campaigns across Google, Yahoo!, and Bing, allowing the search marketing team to feel confident in campaign execution and freeing up resources to focus on strategy during its peak sales period. Kenshoo's RealTime Campaigns (RTC) solution enabled the retailer to automatically update campaigns based on inventory availability and merchandising. Through a feed that connects directly to the company's internal inventory system, Kenshoo RTC updated keywords and ad copy on a regular basis to match the most recent pricing and promotions. RTC also paused ads for products that were out of stock or discontinued. The company's inventory includes more than 1 million unique items, so manually managing a process like this would be overwhelming.

RESULTS

Not only was the company able to automate complex tasks and deliver dynamic and highly relevant campaigns, the company also saw a significant lift in year-over-year revenue. **The retailer enjoyed a 182% increase in revenue year-over-year during the November and December holiday period.**

