

# Kenshoo Portfolio Optimizer Delivers 28% Increase in Revenue by Bidding to True Keyword Value

## BACKGROUND



WhiteFence is the leading price comparison site in the United States for utilities and home services. Operating in a complex marketplace, WhiteFence must compete on paid search keywords used by direct competitors as well as utility suppliers so it's always looking for an edge when it comes to bid optimization. Further complicating matters – WhiteFence covers more than a dozen verticals with very different consumer behaviors.

## CHALLENGE

Different consumer behavior means vastly different conversion paths, and values of the interactions along the way for each path, making a single model difficult to employ. For example, people searching for phone and Internet service may have a longer conversion cycle and click on more ads during the process than those looking for a better rate on home electricity.

## SOLUTION

Rather than manually manage each vertical separately, WhiteFence adopted Kenshoo to intelligently reallocate value to keywords per each unique conversion path. Kenshoo automatically recognized behaviors unique to the different types of consumers and began to more accurately assign interaction values. While implementing Kenshoo, WhiteFence leveraged the Kenshoo Portfolio Optimizer™ to automatically adjust bids at the keyword level.

## RESULTS

Kenshoo shifted conversion values to the keywords that truly brought the most value. As a result, Kenshoo Portfolio Optimizer adjusted bids on those more profitable keywords to deliver an overall revenue increase of 28% while increasing spend just 9%, for an ROI lift of 17%.

