

Entry: Blinks and Bom Negócio

Prior to using Kenshoo we only used AdWords to CPA to measure the campaigns' performance. All conversion types had the same value, whether they were generic or strategic. Now we can have different values for certain categories and apply fictitious revenue to each conversion type to better align the performance of our campaigns. Kenshoos bid policy was configured as BID to ROI and with this the ROI of the campaigns improved.

We are now configuring the Kenshoo dashboard to visualize the revenue and ROI for each category, enabling us to be able to analyze where our return on investment is higher and lower.

Another feature we have been using are the Fusion Ad Reports. We extract this data and apply it via FTP to an external server which is processed by another system. With this we have started A/B testing based on ROI to further improve the results of our campaigns and allowing us a growth in the number of conversions.

As a result of these implementations we have seen an improvement in the investment and performance of some strategic categories while keeping the CPA stable.

This is an ongoing case as we are still optimizing based on these new metrics.

In summary:

Before: Metrics were AdWords CPA

After: Metrics - ROI

Optimization based on ROI - Features used:

- Conversion tag based on revenue
- Bid policies - BID to ROI

A/B Testing based on ROI - Features Used:

- Fusion Ad Reports - extracting the data via FTP to an external server

Detailed Visibility - Features Used:

- Kenshoo Dashboard - to view the categories and their performance separately