

Entry: Chacka Marketing and Business Supply – PLA Campaigns



After doing bid management for my client (Business Supply) for about a year, I implemented Kenshoo's Revenue for Product Targets bid policy. During the first 2 weeks of using the new bid policy, Business Supply achieved improved performance, including:

- 29 percent increase in conversions
- 37 percent increase in revenue
- 18 percent ROI increase

The most amazing thing about the improvements we saw, was that a holiday weekend occurred during the first two weeks of using the policy. This client is primarily a B2B merchant, and typically experiences significant declines on holidays. The non-PLA campaigns in our account (including our brand campaigns) saw an 11.56% decline in conversions and a 3.47% decline in revenue during the same period.

The bid policy was implemented on May 16 and the data from 5/16-5/29 (post) was compared to data from 5/2-5/15 (pre bid policy) to come up with the results above.

