

## Entry: Digital Net Agency (DNA) and The Clymb

### How Digital Net Agency used Kenshoo's Infinite Search Optimization Technology to land our largest client

We are the Digital Net Agency, or DNA. Our client, The Clymb, is the leading flash sale retailer in the outdoor enthusiast market, and one of the fastest growing flash sales sites online. The Clymb offers insider pricing on premium outdoor gear, trend-setting apparel, and humanpowered adventure travel packages to members and their friends who join the site for free.

Before they were our client, we had gotten wind that The Clymb needed to triple their new members and sales revenue volume, so we jumped at the opportunity. Paid search was their number one driver of leads, but they were reluctant to change from their existing agency because they were concerned it may cause a decrease in volume, which could have a catastrophic effect on their business. Confident that partnering our expertise with Kenshoo's Infinite Search Optimization with Enterprise technology would allow us to easily scale their business, we offered to take on just their Bing venue to get our foot in the door and show them what we could do. They agreed to give us a try on this initial project, and we got to work proving our worth in hopes of getting all of their business in the end.

First we implemented Kenshoo's Tracking Pixel in two different conversion points they use, one for new member sign-up, and the second for the actual purchase. We broke them out separately in the grid so we could observe and measure the performance of each at any given time.

Then we built out their Bing under best practices through Kenshoo's Editor Tool. The Kenshoo Editor made it easy to build the new account in Excel and upload into the account, enabling us to easily duplicate it for Google later (when we succeeded in getting that part of their business too.) We set up the account with multi-click attribution, and implemented a preferred last attribution model to align with to their last click attribution internal systems.

Next we implemented a bid policy around their max CPA of \$4, keeping in mind our goal to maximize volume without going over their ceiling. And finally, we set the accounts on intraday API fetch and hourly conversion release, ensuring that they wouldn't lose out on any opportunity during a given day.

Our initial Findings after 45 days were astounding, which made The Clymb very happy, and got us the rest of their business:

- The number of actual campaigns grew from 7 to 112 – An increase of 1,486%
- The click through rate went from .25% to 1.2% - An increase of 380%
- Average daily new sign ups went from 230 to 335 – A 45.7% increase
- The cost per new sign up went from \$4.31 to \$3.32 – A decrease of 23%



- The conversion rate went from 9.5% to 12.44% an increase of 31%
- They hit record highs of 447 new sign ups, a CPA day of \$2.60, a conversion rate of 14.69% and a click through rate of 1.42%

With this rate of success we reset the bar for The Clymb, and were given the chance to prove we could do this across the board for the rest of their business. Our next task was to begin to optimize not only against new members, but also against purchases.

We started by utilizing Kenshoo Editor to duplicate our account from Bing and put in into Google. We built out a separate profile just for Google mobile and grouped the pixels so that the conversion pixel pulled from both profiles.

Then we built a report leveraging two of Kenshoo's reports along with one from The Clymb's back end system which tied user id to the final purchase through Kenshoo's Capture. This data enabled us to see which keywords were driving new members who just signed up, and which keywords were driving members who actually purchased -- even if they came back a month later and went directly to The Clymb. The data was set up on Kenshoo's ftp so it could be automated daily.

Next, we used Kenshoo's Advanced Search and Schedule Actions to make changes and updated their constant sale changes from the % off (70% to 90%) or other sales (extra 20%) at specified times.

The result was equally impressive, doubling The Clymb's purchase rate from 1.2 to 2.7% for new member to purchase – for a change of 125%.

Our final challenge involved enhanced campaigns, whereby The Clymb's Mobile, previously made up 45% of new member volume, when enhanced campaigns rolled out it forced a decision to either bid up significantly and see their CPA skyrocket, or lose 85% of the mobile volume. We helped them make the decision to lose the volume, while suggesting that we would make it up on desktop, since the back end reports we created showed us that mobile users don't purchase as quickly as desktop.

In an effort to get a better idea of the non-branded keywords that were making an impact on the business, we switched from the "Preferred Last" attribution to the "U-Shaped Model". This switch gave more weight to the non-branded top of the funnel keywords, and enabled us to truly understand which non-branded terms were helping us move the needle, and which weren't. Next we needed to find an innovative tool to help make up the lost mobile volume, while also keeping desktop CPA from scaling, so we began optimizing in Real-Time with Kenshoo's Live Search Tracking. Live Tracking enabled us to start seeing data conversions in real time - every 10 minutes – so we were able to be responsive by constantly adjusting engine budgets as needed. This set us up to leverage all of Kenshoo's other tools, and take full advantage of the days' strongest performing campaigns, without capping out on keywords and over spending on the poor performers.

Finally, we utilized Kenshoo's Advanced Search to run saved advanced searches 3-4 times per week. This allowed us to identify keywords with zero conversions, or keywords at a very high



CPA that hadn't been picked up by the bid policy, and keywords that fall below minimum bid. In the end, we were able to make good on our promise to make up the lost new members, and even surpassed them with record highs. Today, the volume is 15% higher than it was at its highest point prior to Enhanced Campaigns. We're proud to say that The Clymb has named Digital Net Agency their new agency, and we continue to partner Kenshoo's technology with our expertise to deliver the wow factor for them. With Enhanced Campaigns now a must, we will continue leveraging Kenshoo's Enhanced KPO to help us optimize our Mobile and Desktop traffic. We are implementing bids against Kenshoo Social's Custom Metrics, enabling us to optimize our account against not only the Member, but also the Purchases. And we continue to utilize Kenshoo's Search Query Reports to find poorly performing queries, helping us keep the front end CPA as low as possible.

*About DNA:*

*DNA is a performance-based search agency with a concentration on Search Engine Optimization, SEO and Search Engine Marketing, SEM. DNA also offers social media marketing and affiliate management to their clients with the same innovative approach and expertise. Founded by a team of veteran search experts and technologists from Top 10 agencies, DNA is dedicated to partnering with clients to fuel growth while delivering maximum accountability through its performance-based models. DNA is based in Dallas, PA, with offices in New York City and North Carolina.*

