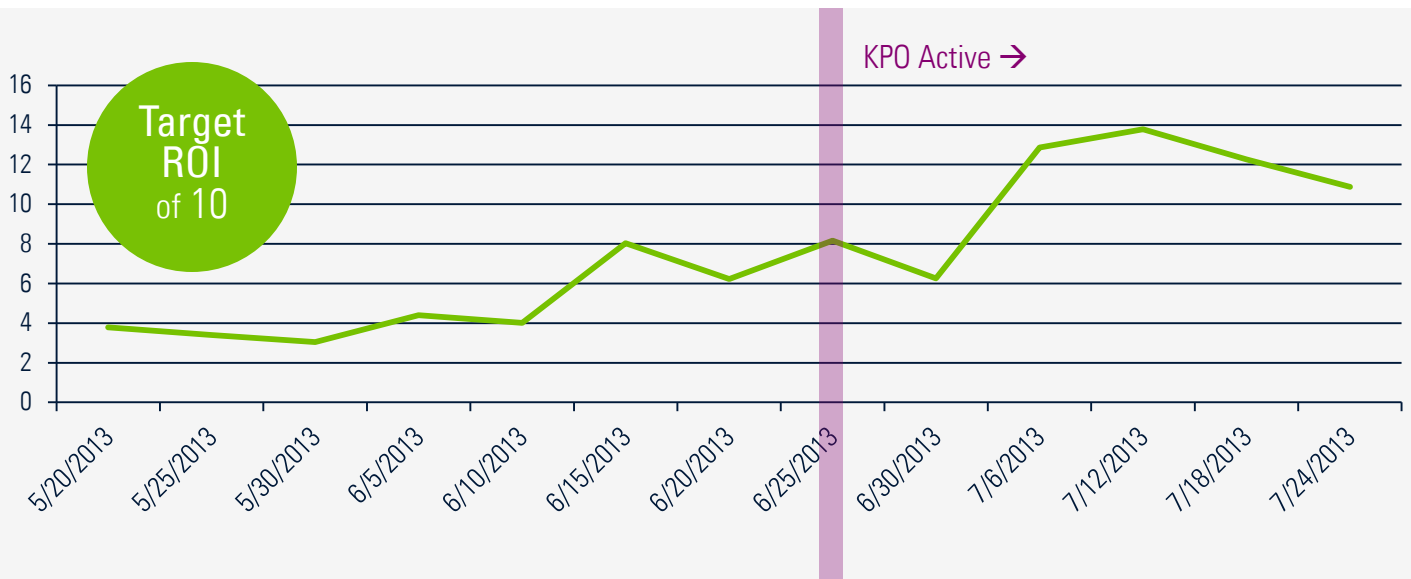


Kenshoo KPO Significantly Grows Fortune 25 Retailer's Performance

Profit KPO Model

The **Profit KPO Model** was recommended for optimizing campaigns towards higher efficiency, reducing non-converting spend while increasing revenue from top performing terms. The following data represents one of our accounts on the Profit KPO Model.



KPO Performance Stats

Campaigns are now more efficient as our keywords are increasing revenue while reducing spend

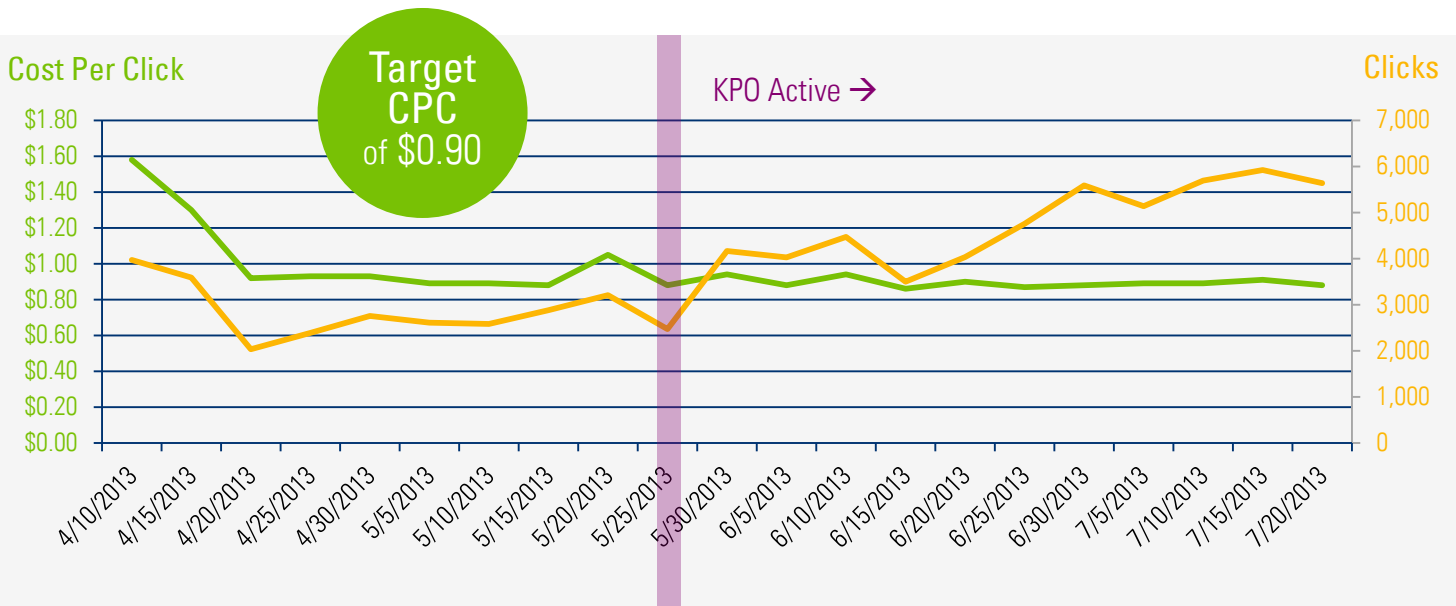


| KPI | Pre-KPO | Post-KPO | Change % |
|-----|---------|----------|----------|
| ROI | 3.79 | 13.78 | 263.59% |

Kenshoo KPO Significantly Grows Fortune 25 Retailer's Performance

Traffic KPO Model

The **Traffic KPO Model** was recommended for optimizing campaigns towards higher Clicks and maintaining/lowering CPC's. The following data represents one of our accounts on the Traffic KPO Model.



KPO Performance Stats

Campaigns are now more efficient as we are increasing Clicks while maintaining/lowering our target CPC



| KPI | Pre-KPO | Post-KPO | Change % |
|--------------|---------|----------|----------|
| Daily Clicks | 3,203 | 5,925 | 84.98% |
| Avg. CPC | \$1.05 | \$0.88 | -16.19% |