



## Kenshoo Halogen™

The world's most accurate predictive media engine is focused on illuminating the future potential of digital marketing campaigns to meet specific goals and objectives.

**Spend forecasting** *for specific goals ROI, Revenue, etc.*

**Precise budget pacing** *to reach planned scenario goals*

**Insight and visibility** *into future advertising performance*

**Accurate predictions** *for financial performance of digital marketing*

Test results across 90 plans: **36% increase in investment, 53% increase in revenue**

### Kenshoo Halogen enables these solutions:

#### Scenario Planning

- Understand the overall market potential
- Build forward-looking analysis
- Choose investment scenario

#### Automatic Forecasting

- Reduce human analysis hours
- Improve forecast accuracy
- Uncover opportunities daily

#### Holistic Optimization

- Seize daily opportunities
- Eliminate overspend risk
- Achieve exact spend

#### Pinpoint Returns

- Define incremental budget
- Understand potential returns
- Choose investment option

#### Budget Pacing

- Translate predictions into strategy
- Apply changes across portfolio
- Repeat on a daily cycle





Kenshoo Halogen™

AUTOMATIC FORECASTING

INFORMED PLANNING

SCENARIO EXECUTION

ACTIVE MONITORING

MANAGE BUDGET PLANS

Create new plans and manage ongoing plans

VIEW SUMMARY

See current, expected and previous cost, revenue and ROI

REVIEW PLAN INFO

Review high-level information about your existing plans

FORECAST AND EXECUTE PLAN

Preview return at various spend levels and execute based on business goals



GET NOTIFICATIONS

View actionable and informative alerts about plans performance

MONITOR PERFORMANCE

Choose from accumulated cost, daily cost and revenue, or daily ROI charts