

# HAYSTAK

D I G I T A L M A R K E T I N G

Kenshoo Infinity Awards





## History of Haystak Digital

Haystak Digital Marketing originated as a product offered by Moore & Scarry Advertising, a traditional advertising agency that offered TV, print and radio advertising to automotive dealerships. The original product was developed as interest amongst existing clients wanted to expand their advertising footprint and find new ways to engage with consumers shopping for cars in the digital space. This product then called “Haystack” took advantage of Google’s advertising API and generated dynamic ads daily based on a dealership’s used car inventory. It was a game-changer in a market where manual, static ad-copy was common-place.

As Moore & Scarry’s market share grew, customers began to demand more digital marketing avenues and services alongside the Haystack product. For car dealers this meant developing New Car, Brand and Fixed Operation (Service & Parts) advertising campaigns. As the number of campaigns grew, robust reporting and analytics became critical. Google Analytics served as a first step.

During the initial phases, operational processes mandated that an individual account manager be responsible for the onboarding, analysis, budgeting and reporting of his or her accounts. However, with higher than expected growth in client numbers quarter over quarter the company realized that this wasn’t a scalable proposition. Moore & Scarry needed a solution that could streamline product and service delivery. The solution was the implementation of Kenshoo Local which, helped the company move from a manual bidding and account management pattern to an algorithm based automated one.

As the digital marketplace expanded, Duncan Scarry (Owner / Founder) realized the need to establish a unique brand identity for the products that had been developed over the course of a year. Given the existing recognition of the “Haystack” product name within the industry, the name was chosen as a natural and logical choice to brand the new digital marketing agency.

Kenshoo Local has played an integral role from the time it was implemented as the digital marketing platform of choice. From building a customizable reporting suite for Haystak’s niche clientele in the automotive space to boosting an increase in media spend by \$1 Million per quarter, Kenshoo has been a true partner through this incredible journey. Over the next few pages of this study further evidence has been provided to show how Haystak has been able to grow its digital footprint quarter over quarter and year over year with Kenshoo’s platform.

## Why Did Haystak Choose Kenshoo?

**A. Kenshoo's Transparent Performance Reporting** - Kenshoo's reporting options are robust and provide a clear view of the account's performance metrics. Reporting is clear, easy to use and has many flexible options. With the reporting tools one can develop custom reports for easy time snapshots.

**b. Advanced Conversion Tracking abilities** - Kenshoo is a leader in the ability to track conversions from multiple sources. The typical conversion reported for online marketing was a result of an expected event on a particular site. Examples include a specific URL destination or engagement metrics such as time on site. Kenshoo's innovation of email and phone call tracking gave Haystak a strategic advantage to provide a better picture of ROI to the client.

**c. Integration with other services/vendors** - Kenshoo has been making significant changes to the services they offer. These changes include enhancing their platform as search engines add additional features, social media options and integrating with other providers such as Marchex for conversion tracking. This flexibility has not only helped Haystak grow but, improve Haystak's customer service and consumer trends.

For example, when Haystak introduced Call Conversion Tracking, dealers could see all searches that caused the conversion to occur. This means that if a person visited the dealers website 3 times before deciding to call the dealership, Kenshoo could now provide that detail down to keyword information. This detail also assisted Haystak in defending its keyword targeting practices by demonstrating the true path to conversion through search results.

**d. KW bidding algorithms** - Kenshoo has several bidding algorithms that can be utilized to improve either the campaign performance or focus on certain marketing messages. For example, if you want to focus on branding, you can set up Kenshoo to focus on keeping your account in a specified position. Alternatively, you can focus on reducing your CPC without sacrificing position. There are many options and Kenshoo continues to optimize these bidding options and create new ones. This benefit Haystak realized was reducing its overall CPC by \$.04 per quarter. The net result in that decrease for Haystak's customers was an increase of about 15,000 additional visitors to clients' websites per quarter.

**e. Scalability** - Haystak needed a platform that could manage accounts at scale while maintaining the account quality and support it knew it would need with growth. With Kenshoo, Haystak had the ability to make cross channel/account, large-scale changes with multiple options. For example, making multiple URL or keyword changes across multiple accounts, campaigns or channels can be done with a few simple clicks with its Advanced Search options. Kenshoo also gives Haystak the ability to manage agency spend/budgets at a high level to maintain spend within an acceptable medium.

## How we use Kenshoo

**There are several ways Haystak utilizes Kenshoo in its daily operations. Below are several examples of the unique benefits of the partnership.**

**Benefit #1:** Kenshoo offers instant-update budget information on accounts. Changes can be made instantly to all platforms to optimize the effects of any change in spend. Kenshoo gives Haystak a wide variety of automated bidding rules that can be set to run at specific times. If any max CPC needs to be edited across multiple channels/accounts, Kenshoo can do this very quickly through the use of its Advanced Search option.

**Benefit #2:** Budgets can also be set to use a feature called KPI which will make the best use of the client's budget. This function automatically takes money from under performing campaigns and moves it to campaigns that are in need of additional budget. There are also options to utilize a Budget vs. Spend indicator that will automatically turn the accounts off for that period once the objective has been reached.

**Benefit #3:** Kenshoo is fully integrated with the Bing/Google API's for full account optimization. You can edit ad copy, add/delete keywords and change an element's status instantly within an account. This helps assist with A/B testing practices, performance tracking and continuity between platforms. You can also schedule ads to start/stop at specified dates, make bulk ad copy changes and run tracking reports that shows the account manager the keywords searched that triggered the ads.

**Benefit #4:** Because Kenshoo is fully integrated to Marchex, it is able to pull in call data and build reports for clients, showing them their conversion data and how it relates back to the performance of their campaigns. This has been instrumental in proving ROI to dealerships. The second tracking function that Kenshoo offers is email conversions. This is a simple html script that loads once an email confirmation page is loaded. This is done with the help of supporting web providers such as VinSolutions. Effectively tracking all conversions is vital to Haystak's continued success.

**Benefit #5:** Reporting is one of Haystak's biggest customer service focus points. Haystak believes clear transparent reporting with full functionality is the best way to ensure clients can obtain the information they need. Utilizing Kenshoo's reporting options, Haystak was able to create a customized, branded portal where clients can obtain all information on their account with the ability to add reporting options, track performance and review conversion data. This reporting has helped set the standard in the industry for user satisfaction and functionality.

**Benefit #6:** Scheduled emailed reporting is also available through Kenshoo and has been a huge benefit in the weekly updates on an account. Originally the reporting was simple, unusable trend data that did not reflect the full correlation between metrics. With the assistance of the Kenshoo, Haystak now uses several performance reports that allow customization of reported metrics, show trends and give comparison data in a single emailed report for clients.

**Benefit #7:** Kenshoo also provides Haystak the ability to monitor spend data for the entire agency by channel. For example, Kenshoo shows the current month-to-date spend on Bing and Google at the same time. This can be adjusted to look at specific time periods to track performance and growth.

## Relationship

As Haystak continued to grow, Kenshoo's hardware and software limitations arose and became a serious concern for providing the highest level of service. This caused a disruption in service for Haystak and its clients. Server performance became a serious concern and stability and future growth became a concern. For example, previous days account performance wasn't available for 48-72 hours later, which caused serious account management issues. There were also several server stability issues affecting reports running effectively and accurately. Simple functions like users being able to login became a daily concern.

Kenshoo recognized these concerns and not only updated the Kenshoo platform with performance fixes, but also offered Haystak alternative resources like an additional Kenshoo server, daily monitoring and increased support. This time Kenshoo also had the opportunity to streamline the way Haystak was using the platform. Due to the nature of the way Haystak built and managed its campaigns and the original Kenshoo processes, there were limitations discovered. While improving the stability of the server, Kenshoo helped redesign some processes Haystak used for its account management. The performance of Kenshoo has improved significantly and the relationship between Haystak and Kenshoo has improved tremendously.

## Custom Reports and Setups

Haystak and Kenshoo have been able to corroborate on features and processes to help improve both companies products and services. Kenshoo supported many feature requests of Haystak such as custom reports and features that allow Haystak to operate at a much more efficient rate. Many "wish-to-have" features that had to be created from combined reports are now single-run reports straight out of Kenshoo, thus saving Haystak time and resources. Kenshoo also worked with Haystak to satisfy external customer needs like custom build URLs which saves Haystak time and money.

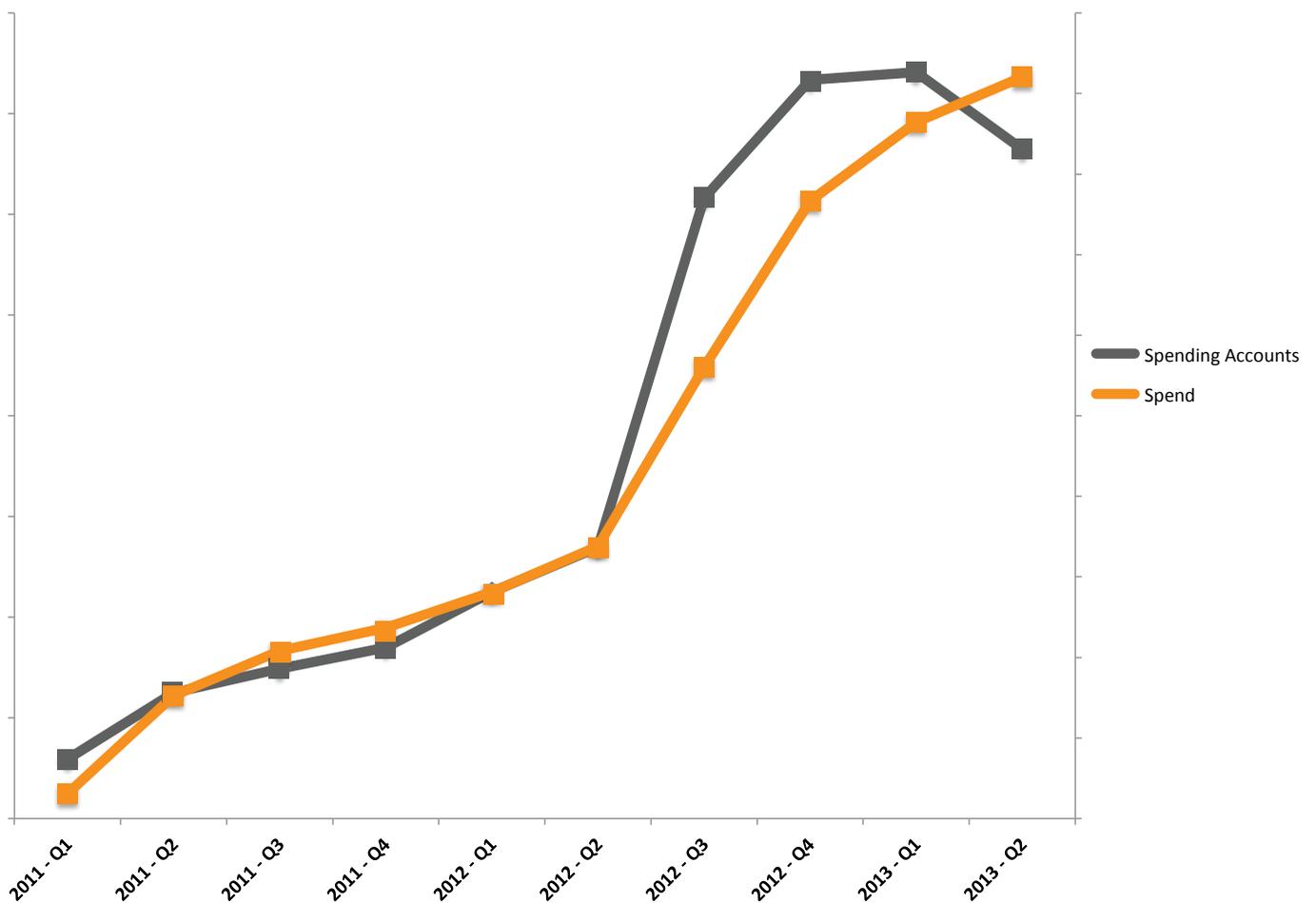
## Support

The Kenshoo support has also been a huge asset to Haystak. The dedicated rep for Haystak is available through multiple means of communication (email, phone, and skype) which allows Haystak to coordinate issues and concerns with Kenshoo more effectively. The decrease in response time has been of huge importance to Haystak.

## Performance Success Using Kenshoo

There are many factors that contributed to the rapid growth of Haystak. As the growth occurred, Haystak recognized the need for a Digital Marketing management system to maintain high-level quality accounts. Kenshoo provided an array of account management tools that allowed Haystak to see significant growth quarter over quarter.

## Below is a quick snapshot of Quarterly Growth



**Average Media Spend** - increase of \$1 Million per quarter

**Active Accounts** - increase of 135 accounts per quarter

**Average CPC** - decreased of \$.04 per quarter

**Average Agency Savings in Spend** - \$39,500 (from Kenshoo's advanced bidding algorithms)

This kind of growth would not have been possible without the account management system of Kenshoo. Utilizing Kenshoo advanced bidding algorithms; Haystak was able to lower its average CPC, providing an additional 15,500 new visitors per quarter for its clients.