

Entry: Sears Holdings Corporation – Kmart Ship My Pants

Goal:

- Video Views (go viral)
- Begin the Repositioning
- Increase NPS
- Increase positive perception based on offering
- Increase likelihood to make a purchase at Kmart

Result:

- 6th Most Viral Video in the Nation
- 12 Million Video Views within 10 days (Currently over 20 Million)
- 40,000+ likes on Facebook
- 10% increase in Kmart Facebook NPS (fans and non-fans)
- Achieved more media value than a 2013 Super Bowl Commercial (\$3.8MM)

Kenshoo leveraged for the following optimizations:

- Kenshoo Targeting / Market Research Partner
- Track NPS
- Identify users who are likely to share videos
- Identify new fan prospects

Kenshoo Social 2.0 Platform

- Build out ads at scale and optimize budget to allocate to the highest performing campaigns and ads

Kenshoo Reporting

- Facebook Targeting Performance report and both Hourly and Daily reporting widgets to identify 'super fans' and target ads to those who will be most likely to share the video

