

## Entry: Parallel Path and Destination Maternity - Maternity Promotions

Kenshoo has made my life so much easier in terms of scheduling our promotions for the largest maternity company in the US. I am responsible for ensuring that all of our promos begin and end on time and that all the copy is accurate and conveys a reason for the customer to act.

I have utilized Kenshoo Search (& Editor) to implement my ads and schedule ad copy days in advance of the promotion, easily change existing ad copy if the client wants to change the landing page or call to action at a moment's notice, or simply to ensure the ads are live. Advanced search has allowed me to start specific ads on a certain day, change bids within each account, find keywords that are performing the best (and the worst) and make the absolute best campaigns that we can.

Our shining example of when Kenshoo Search allowed us to schedule our promos down to the quarter hour and ensured we did not lose any traffic from the moment the promotion was on the site to the moment it was taken off. We utilized automated bid adjustments in order to increase our bids on the best performing campaigns within our account and overall revenue week over week increased 26%, 15%, and 32% for each of our three clients, while ROI increased 13%, 50%, and 70%.

Our conversion rates increased across the board as well, by 22% (6.19% vs. 5.08%), 33% (7.03% vs. 5.28%), and 48% (6.03% vs. 4.07%) for the clients. Year over year improvements were even stronger, with revenue increasing 75%, 158%, and 87%. Conversion rates improved 72% (6.19% vs. 3.59%), 142% (7.03% vs. 2.90%), and 128% (6.03% vs. 2.64%).

Had Kenshoo not been a part of our marketing plan, there is little chance of us hitting those numbers with such ease. Scheduled ads and automatic bid adjustments allowed us to achieve this new level of success.

