Entry: Rakuten Marketing and Vera Bradley - Kenshoo Editor and Best Practice Reorganization

Objective: Using best practices to rework Vera Bradley account. Long standing client account that had been through several hands was bogged down with old campaigns, keywords and was not replicated completely across devices and channels. Looking to improve all metrics; CTR with more relevant ads, conversion with more specific landing pages and CPC with reworked bids. Also aim to eliminate cross matching with reworked ad groups and strong negative strategy.

The Kenshoo Solution: This reorganization was a daunting task to undertake on such a large account and would have been much more tedious without the help of Kenshoo Editor. It took a job of potentially 200 hundred hours and whittled it down to a mere 65. We were able to easily reorganize the entire account offline. Using the Editor interface, we were able to cut, copy and paste everything from entire campaigns to individual ads and keywords. All the while, it was easy to keep the core revenue drivers in their original campaigns with their history intact as you could see it visually in the interface. Also using the many filters we were able to rework ad groups in no time, easily sorting by match type. Reworking the bids based on match type was also painless. As this was before enhanced campaigns were released, we were also concerned with being 100% represented across all devices. Editor made it easy to simply copy our revived desktop campaigns into separate tablet and mobile campaigns.

The Results: Pre and Post restructure

- CTR improves 26.11%

Attributed to higher quality ad groups, increased relevance of ads as well as greatly reduced cross matching to broad branded terms

- CPC decreases 36.84%

Extra budget created by lower cost (down 23.2%) allowed for full brand saturation on all channels and PLA's to run. Allowing us to garner substantially more clicks to site, up by over 22%

- ROAS increases 67%

We are able to generate 28% more revenue with 23% less cost.