

Entry: Sears Holdings Corporation – Fan Acquisition

Goal:

- Reduce CPF 30%
- Achieve \$0.45 CPF goal from \$.70 CPF (Cost per fan)

Result:

- Exceed goal by 23%; Reduced Cost per Fan by 53%
- Reduced CPF from (From \$.70 to \$.37)

Kenshoo leveraged for the following optimizations:

- Bid Policies:
 - CPF bidding algorithm run daily on fan acquisition campaign
- Kenshoo Reporting:
 - Widget Reports (Hourly and Daily performance metric reports) used to identify over-performing and under-performing days and hours which served as the basis for day-parting optimizations.
 - Facebook Targeting report used to understand optimal demographic targeting options and creative messaging.
- Kenshoo Advanced Search and Scheduled Actions:
 - After analyzing the widget reports (stated above) advanced search and scheduled actions were used to automatically pause and activate campaigns based on hourly and daily trends

