

Entry: iProspect and Global Hospitality Company – Creating Efficiencies

iProspect has chosen to utilize Kenshoo technology to run consolidated and efficient campaigns for one of the largest hospitality companies in the world. Over the last 6 months, iProspect consolidated 257 Google and Bing accounts over the client's 11 brands into Kenshoo. We are using the Kenshoo platform in creative ways to:

1. Make the volume of information more manageable
2. Develop creative solutions to keep up with forced industry changes (ie, Enhanced Campaigns)
3. Set our account up to further benefit from Kenshoo's technology

Simplifying Structures and Market Optimization – SMSD

Kenshoo created an extensive file using SMSD (smart massive selective download) for our client and they were able to structure the accounts based on iProspect requirements; saving time for iProspect to more effectively manage the campaign.

Previously we had thousands of campaigns in one Kenshoo profile and an overwhelming number of accounts.

Now profiles are simplified, easier to navigate and optimized by market with Kenshoo Local for management ease. Granular campaigns now allow for deeper optimization and reporting capabilities. We worked closely with Kenshoo to maintain the same structure as in the engine.

It has taken the human barriers out of search optimization. The data is now aligned in one place.

Cross-Market with Kenshoo Local – Bid Optimizer

Previously, if one market was not performing well, the bids in all markets were pulled down. By isolating important marketers like Orlando and Chicago and implementing Kenshoo's bid optimizer, we can now focus bids to market based on strong ROI or CPA. Kenshoo helped us execute this in bulk across the account.

Cross-market reporting allowed us to identify higher market trends and shape responses and plans accordingly.

Migration & Prep for Enhanced Campaigns

iProspect sought to maintain low CPCs and to maintain quality score. Quality score is at risk of being reset anytime campaigns are moved and URL changes are implemented. Additionally, as



iProspect was migrating to Enhanced Campaigns across the board and specifically in the case of this hospitality client, it expected to see slight bumps in CPCs. Additionally we wanted to preserve the client's ability to track mobile separately from desktop.

One of the major reasons we restructured is the intent to use Kenshoo bid tools like CPA Bid Policy and the Kenshoo Portfolio Optimizer. We segmented out generics versus brand for the Kenshoo portfolio optimizer to increase efficiencies and more easily use Kenshoo's bidding technology.

Kenshoo's build URL technology allowed for separate mobile and desktop click trackers to be inserted into each destination URL to preserve tracking between devices during the migration to Enhanced Campaigns.

By using Kenshoo, we kept the same profiles in Google and BING and were able to consolidate all changes into one push. Successfully, no changes to quality score have been reported and bumps in CPCs have been minimized.

Advanced Search

Using Advanced Search, we drilled down further into specific markets and specific campaigns for optimization, changing bids, deleting and pausing.

It's a time-saver to work within one platform.

Results

The iProspect team utilized the Kenshoo platform and its functionality to the fullest and implemented a full and innovative use of Kenshoo solutions resulting in:

1. An almost overwhelming volume of data now made manageable – freeing the team up for strategic executions. The largest struggles we had previously was implementing ad copy, budget optimizations, bid changes, and doing in-depth analysis. We estimate that the structural change in Kenshoo Local has made us 60% more efficient in those specific tasks.
2. A painless and creative solution to stay abreast of forced industry changes (ie, Enhanced Campaigns) without losing quality score.
3. A clear way forward with scalable solutions to further take advantage of Kenshoo's technology

