



# FORECASTING & ATTRIBUTION

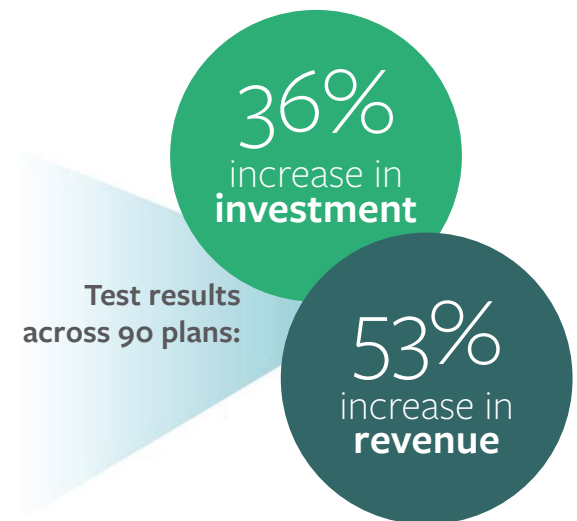
**The world's most accurate predictive media engine**  
focused on illuminating the future potential of digital marketing campaigns

**Spend forecasting** *for specific goals ROI, Revenue, etc.*

**Precise budget pacing** *to reach planned scenario goals*

**Insight and visibility** *into future advertising performance*

**Accurate predictions** *for financial performance of digital marketing*



Kenshoo enables these solutions:

## SCENARIO PLANNING

- Understand overall market potential
- Build forward-looking analysis
- Choose investment scenario

## AUTOMATIC FORECASTING

- Reduce human analysis hours
- Improve forecast accuracy
- Uncover opportunities daily

## HOLISTIC OPTIMIZATION

- Seize daily opportunities
- Eliminate overspend risk
- Achieve exact spend

## BUDGET PACING

- Translate predictions into strategy
- Apply changes across portfolio
- Repeat on a daily cycle

# FORECASTING & ATTRIBUTION

AUTOMATIC FORECASTING

INFORMED PLANNING

SCENARIO EXECUTION

ACTIVE MONITORING

## MANAGE BUDGET PLANS

Create new plans and manage ongoing plans

## VIEW SUMMARY

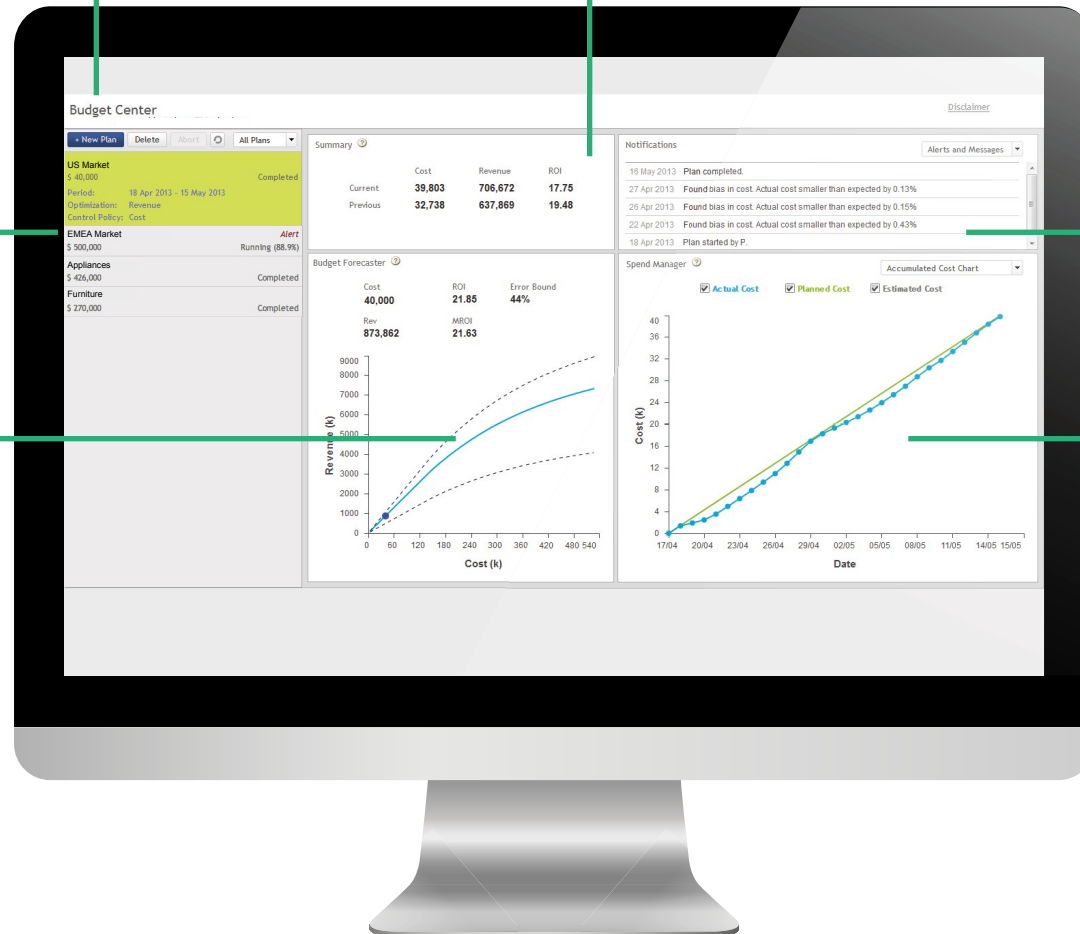
See current, expected and previous cost, revenue and ROI

## REVIEW PLAN INFO

Review high-level information about your existing plans

## FORECAST AND EXECUTE PLAN

Preview return at various spend levels and execute based on business goals



## GET NOTIFICATIONS

View actionable and informative alerts about plans performance

## MONITOR PERFORMANCE

Choose from accumulated cost, daily cost and revenue, or daily ROI charts