

Entry: Chacka Marketing

Challenge

Over the past year, our partnership with Kenshoo has helped us drive incredible results for our clients. By leveraging Kenshoo's bidding algorithms and unique tools, we have been able to drive significant improvements for both our existing and new clients.

For our new clients, one of the initial challenges is getting their accounts structured quickly and effectively. There are two basic stages to any restructure: (1) planning and (2) execution. You need to strike a delicate balance in how much time you spend on each. If you spend too little time on planning, then you will find yourself going through the process again down the road. If you spend too much time on it, you may not leave yourself much time to actually execute, and that could lead to a lot of mistakes. In the end, you want to get the new structure up and running as soon as you can, so that you can start improving the performance of your new account.

Solution

This is where Kenshoo really comes through for us. Through bulk sheets and advanced search, Kenshoo makes the execution stage of restructuring go by much quicker, without rushing it. The time you save allows you to spend more time planning, which can have some really substantial long term benefits. Over the past year, we have seen substantial improvements for all of my teams new accounts. (See Results for Clients, A, B & C)

For our existing/long-standing clients, we have taken advantage of some other Kenshoo features to continue to improve each month. For our e-commerce clients, a big part of their success comes from product listing ads. Kenshoo's revenue for product targets bid policy helps us to grow traffic while maintaining our efficiency. Additionally, the various KPO bid policies also play a vital role in driving our improved performance for each client. (See Results for Clients D & E)

As you can see, for both our new and existing clients, Kenshoo plays a pivotal role in our success. It is the tool we use to accomplish many of our goals and without it, and its many innovative features, we would not be able to deliver the same level of improvements to our clients on a consistent basis.

Results

Client A

Goals: Drive relevant traffic as cheaply as possible within a set budget

Results: Within 4 months, the new account saw CTR improve from 3.05% to 38.06%, CPC improved 78.51%, Clicks improved 64.95%, and Avg Position improved 45.52%.

Client B



Goals: Drive sales at a higher level of efficiency

Results: YoY, Conversion Rate has improved 45.04%, Cost has declined 45.17%, CPC has improved 17.15%, ROI has improved 69.02% and Profit has improved 15.28%.

Client C

Goals: Drive sales at a higher level of efficiency

Results: YoY, Conversions improved 17.20%, Conversion Rate improved 52.01%, CTR has improved 31.73%

Client D

Goals: Drive sales at a higher level of efficiency

Results: YoY, Conversions improved 75.49%, Revenue improved 91.58%, Profit improved 94.86%, ROI improved 21.02%

Client E

Goals: Improve traffic and sales while maintaining/improving efficiency

Results: YoY, Clicks improved 9.70%, CTR improved 51.22%, Conversions improved 11.66%, Revenue improved 11.18%, Profit improved 19.10%

