

Entry: Chacka Marketing



Challenge

After experiencing inflated YoY PLA CPCs as a result of increased competition, many measures were taken to regain efficiency. After exploring all options, including help from 3rd party tools, performance continued to decrease. The Top 30 Internet Retailer decided to Test Kenshoo's PLA bidding policy and finally began to see a tremendous change.

Solution

After onboarding to Kenshoo, we imported 30 days of data and immediately implemented the PLA bid to revenue policy. We set the policy to preview initially and reviewed the suggested changes for 3 days and then set it to accept automatically. We then monitored ROI and adjusted the policy targets slowly to increase our ROI target without sacrificing volume.

Results

We saw a 20% reduction in CPC and a conversion rate increase of 14%. Ultimately, this resulted in a 51% increase in conversions and a 47% improvement in ROI.

