

# Entry: Covario and a Leading Global Technology Company

## Challenge

Covario utilizes the Kenshoo platform to help manage paid search programs for one of our technology clients across 35 global markets and six search engines, splitting the separate business units into 141 Kenshoo profiles.

The main focus of this strategy is to educate and inform how specific actions on the client's sites correlate to conversions. Kenshoo has always been able to import the client's analytics file and bring it into the platform, giving us the advantage of being able to optimize according to official client conversions.

However, the client's conversions have always presented us with a challenge, which was that last click conversions were the only ones being fed into Kenshoo's system. As a result, we did not see and could not optimize the path to conversion.

## Solution

Over the past 12 months, Kenshoo has released an update that now allows for multiple conversion sources to be brought into its system.

We placed the Kenshoo pixel on site, allowing us to receive much richer p2c data to use alongside client data.

Clients Last Click Conversions

Kenshoo Last Click Conversions

KPI 1 Preference Totals	KPI 2 Purchase Totals	KPI 1 Pixel Totals	KPI 2 Pixel Totals
208.00	93.00	349.00	134.00
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48.00	4.00	101.00	4.00
37.00	18.00	36.00	17.00
0.00	0.00	19.00	16.00
21.00	12.00	19.00	11.00
0.00	0.00	21.00	9.00
13.00	9.00	17.00	8.00
0.00	0.00	16.00	6.00
0.00	0.00	15.00	4.00
0.00	0.00	12.00	7.00
11.00	8.00	11.00	6.00
15.00	7.00	9.00	7.00



## Results

### Data discrepancy resolution helps Covario demonstrate better value to the client

By having the client's official conversions and the richer conversions side-by-side, we can immediately spot potential data issues and resolve them.

### Custom Bid Rules depending on theme

We have also created different dimensions for different areas of the search funnel. We can now create custom bid rules using the rich Kenshoo data, while maintaining a close view on how that impacts the client's final conversions.

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The Kenshoo pixel, says we are not seeing all conversions that we could. This allows Covario to investigate and potentially get extra value of 110% by finding out why client's analytics pixel did not fire.

### Demonstrate that keywords are being undervalued looking at the client's last click data

With the path 2 conversion data, we can also demonstrate that a lot of the higher funnel terms are undervalued using last click only optimizing. This helps to educate the client and create different cost per conversion targets, depending on different themed keywords.

