

Entry: Elite SEM and Pandora



Challenge

We were previously working with another bid management solution that was not meeting our expectations and needs. We were faced with the following issues:

- Unable to reach budget thresholds resulting in a loss of monthly budgets
- Poorly distributing spend across the different match types, in an account totaling over 1 million keywords
- Unable to track multi-click conversions from start to finish
- Incapable of accounting for a growing mobile market by partnering and integrating with outside solutions, tracking mobile app downloads, and tracking post back actions
- Unable to create custom logic per specific conversion types to reduce over counting conversions and fall in line with client internal tracking

Solution

After making the switch to Kenshoo we are able to track 6 different conversion types and able to optimize toward each. With the help of our Kenshoo team we were able to create custom logic for one conversion type that dedupes multiple conversions via the same user for a sixty day period. This has allowed us to better optimize toward our goals and align our reporting with how the client is evaluating performance via their back end.

Results

Three of our conversion metrics are imported via third party integrated data. This allows us to see how users engage with the Pandora APP and allows us to track installs, upgrades and reengagements. These integrations have resulted in a 20% increase in monthly budget.

Moving from our previous bid management tool we were able to increase conversions by 53%, increase and decrease CPA by 16% in just a two month period (December 2013 v February 2014). After migrating to Kenshoo we have been able to achieve monthly budget goals each month.

The account is currently running more efficiently with more transparency into viable channels. This has resulted in an increase in monthly spend, conversions and a decreased CPA.

