

Entry: Haystack



Challenge

With all the bells and whistles of digital advertising, creating a scalable product is always a challenge. When managing multiple campaigns across multiple channels on a single budget, it is essential to use a program like Kenshoo to better manage our workflow and clients. Managing thousands of campaigns, across thousands of clients, becomes a budgetary nightmare. There is a substantially greater financial risk of overspending or underspending, when a third party management system, such as Kenshoo, is not involved. Instead of this massive overspend or underspend, Kenshoo has ensured that Haystack remains within 95% of its client's budget, with little overspending.

Kenshoo allows Haystack to manage bidding, at scale budgets, performance monitoring and goal triggers. This is essential when going to the next level of client management. Generating consistent automated reports keep the client informed and in tune with their performance expectations.

Solution

Utilizing Kenshoo's available automation features, Haystack can now build campaigns at scale much faster than through traditional methods. Campaigns that took hours (even days) to create are now built in minutes. In addition, adding supplemental elements to the campaigns can be achieved expeditiously using the copy feature.

In October 2013, Haystack underwent an initiative to add 2014 Chrysler 200 ad groups to all of the Chrysler clients. Normally this would require weeks of manual creation (opening each account and creating each ad group manually), but by using Kenshoo's copy tool, Haystack was able to duplicate the 2013 ad group and quickly edit the associated elements within those new ad groups across 500+ clients. Weeks of productivity were saved by one person on a single laptop affecting a large amount of clients across the entire agency. Unfathomable!!!!

Adding new clients and campaigns has been made easy. The bulk edit and creation tools allow Haystack to create mass amounts of clients or campaigns with 1 bulk sheet. Making budget updates across all the accounts is achieved in one upload. The new budgets are automatically allocated properly based on the percentage breakdowns the campaigns are assigned within the system.

Results

Sometimes identifying the better performing campaigns can be an unpleasant task. With so much data being available, manual keyword bidding and campaign budget management can be nearly impossible. Kenshoo's bid policies and KPI management system completely replaces the



need for a user to manually manage keywords and campaigns on a daily basis. Instead of looking at every keyword daily across hundreds of campaigns, Haystak's managers now only have to monitor them once a week; giving them more time to interact with the customer and allowing them to maintain that important relationship with them in the process. Kenshoo automatically changes keyword bids for Haystak daily based on custom performance parameters, and even moves budget to the better performing campaigns, ensuring a high return-on-investment for the clients.

Another benefit is the advanced reporting features. With so much data, reporting on performance is a challenge. Using Kenshoo's pre-built scheduled reports, Haystak is easily creating and scheduling client facing performance reports. These reports range from high level PDF performance reports to super-detailed individual keyword reports for the data-intense clients. The reports are also being used to perform automatic data transfers out of Kenshoo for every ad and keyword in the system, which provides greater insight into how the search market is evolving. Haystak is now able to intelligently analysis and report on industry changes. Haystak is using this data to identify potential issues before they affect performance and to have a more detailed understanding of the automotive search and display market.

