



Kenshoo & Atlas:

Optimize with Greater Content, without Extra Work

Leverage Atlas cross-channel deduplicated conversion data for more accurate reporting and optimization while still accessing Kenshoo's sophisticated solutions for paid search campaign management. The streamlined integration will not add additional day-to-day effort, and it will give you the power to optimize based on one source of truth that accounts for how consumers move across channels.



Seamless Setup

A simple, one-time integration allows you to optimize your paid search campaigns directly in Kenshoo and continue to take advantage of industry-leading bid optimization, forecasting, campaign automation and reporting.



Workflow Automation

Dynamic updates keep pace with your optimization efforts. As you optimize your campaign structure in Kenshoo, the changes are automatically mirrored within Atlas so no manual steps are necessary to maintain the integration.



Holistic Optimization

Optimize with context of how consumers interact with your brand across multiple channels by leveraging data that is deduplicated across search and display. Predictive portfolio bid policies within Kenshoo ingest this data to help you invest your next dollar in spend to gain the most return.



Cross-Channel Measurement

Report on conversion metrics that account for how consumers move across channels and not search and display in separate silos. Near realtime conversion information is available within Atlas and then passed each night to Kenshoo for paid search reporting and optimization.





The premium solution for managing, automating, and optimizing paid search campaigns adopted by half the Fortune 50 companies

✓ *Lead Generation*

✓ *eCommerce*

✓ *Brand Building*

✓ *Foot Traffic*



Forecasting & Optimization

Plan & Optimize Business Growth

Advanced algorithms provide certainty that every dollar spent will be the best investment across your entire portfolio, while being flexible enough to optimize towards individual conversions with higher values. Kenshoo is the only platform that offers accurate scenario planning, forecasting and budgeting tools to uncover opportunities and win additional budget.



Campaign Automation

Workflow Integration Extends Your Efficiency

Simplify the burden of managing millions of keywords with task automation and scheduling, bulk management tools, and proactive alerts to keep you focused on the stuff that matters. Kenshoo is the only solution that allows you to recreate your search success and extend your reach across channels to social advertising by automating crossover ads for your best performing products and offers.



Measurement & Calibration

Advanced Reporting for Actionable Insights

Kenshoo makes it easy to keep your entire team aligned and showcase your performance with customizable dashboards or scheduled reports delivered daily that show your success in whatever metrics your business tracks. Kenshoo delivers reports that contain concrete recommendations on how to get more out of your programs, and let's you do so with only a few clicks.



Expert Support

Partners Invested in Your Success

Kenshoo clients benefit from a dedicated client service team that develops a deep understanding of your needs, uncovers opportunities and provides guidance to exceed goals. We spend over half our annual budget on product development and invest heavily in online learning systems to make your team an expert at getting value from the Kenshoo platform.

