

Entry: Look-Listen, Benevis, and Kool Smiles



Challenge

Our client Benevis serves Kool Smiles who was founded in 2002 and was built on the belief that every family has the right to quality dental care in a clean, safe and fun environment.

They have built 123 dental offices from the ground up in communities that previously did not have dentists. If these kids did not have access to fun, quality dental care with Kool Smiles, they could develop lifelong health problems and miss valuable school days all because they did not have a dentist.

By leveraging online media, we can promote the importance of dentistry as well as its availability now to historically underserved communities. The objective of our digital campaigns was to let more parents know about Kool Smiles while improving efficiency and time management. Some challenges we faced were:

- 1) Launch large scale campaigns across a variety of platforms at once.
- 2) Implement campaign optimizations across a variety of platforms at once.
- 3) Pull custom reporting by market across multiple platforms.
- 4) Identify campaign needs on a market level across platforms.

Since Benevis provides the communications support for Kool Smiles in 56 markets and 123 locations, the Look-Listen team needed a manageable way of launching and monitoring over 1,000 campaigns in multiple platforms.

Solution

Kenshoo provided a variety of solutions to consolidate workflow, increase productivity while at the same time allowing us to reach more families in need. Some of the Kenshoo tools we utilized were:

- Kenshoo Editor
- Scheduled Reporting
- Advanced Search Tools
- Find & Replace

The Kenshoo Editor provided a variety of uses to our team. For example, the Bulk Import feature allowed us to upload all campaigns and assign campaign settings at once. Implementing optimizations such as URL, bid, and ad copy changes, which increased the team productivity. Also, the Keyword Search feature enabled our team to locate a specific keyword and its performance across multiple platforms at once. And finally, destination URL updates were made at once for both Google and Bing instead of one by one through a 1000+ campaigns.



Scheduled Reporting Kenshoo's scheduled reporting streamlined custom weekly reporting. With Kenshoo's Scheduled Reporting feature, our team's reporting needs are delivered straight to our inbox without logging into the platform. By seeing the Weekly By Market Report easily we can make sure that the budgets reach the most families that can use the Kool Smiles services. This tool increased conversions by allowing the team to focus on additional optimizations rather than reporting.

The Advanced Search Tools unique features enabled our team to effectively monitor campaign performance based on the specific metrics, which helps us quickly identify any campaigns that require further conversion optimization. Since we manage multiple campaigns across the country in 56 different markets, we need to be able to swiftly report and manage each of those markets differently. We used Advanced Search in order to assign a market value to each of our 1000+ campaigns, and since implementing this, by-market reporting and optimization improved dramatically.

Find & Replace's various macro factors impacts our client campaigns throughout the year. For example, Back to School

Results

Using the tools provided by the Kenshoo Local platform enabled our team to increase efficiency on time management while also on increasing appointments for our client (the main conversion). The following KPI's that improved as a result of using the Kenshoo Local platform:

- 1) Time management. Our team reduced a total of 50 hrs/week which enabled our team to focus more on conversion optimization as well as additional Media Buying opportunities. This improved team efficiency by 50%.
- 2) Conversions. After implementation of Kenshoo, our team increased conversions by 53% within 6 weeks.
- 3) Cost/Conversion. Optimizations of Paid Search decreased the cost per conversion by 27% within 3 months

