

Entry: PennySaverUSA.com



Challenge

One of the biggest challenges with this campaign was the constant customer budget changes. Going from \$200 to \$500 to \$700 then back to \$200, and then finally to \$1000 weekly budget it was not an easy task to track, but thankfully with the kenshoo budget management we were able to keep track and quickly update the new budgets without down time.

Solution

The Kenshoo Budget management tool, makes out budget changes so easy, we also utilize their Bid Policies, help us quickly change the bid of keywords to best utilize the budget as it changes.

Results

The bid policies allowed us to adjust our cpc as the budget changes allowing us to get more for our budget. With that we have been able to get more conversions for our budget. This client now received over 275 calls a month, and many other conversion and is running smoothly even with all of the budget changes. And that is all thanks to the Kenshoo tools.

