

## Entry: RS Components



### Challenge

- Expand keyword coverage to increase traffic while hitting positive ROI
- Achieve YoY Sales growth

### Solution

- Restructure accounts for Baidu and Google using Kenshoo Editor, and use Expanded Converting Keywords for keywords expansion;
- Launched Baidu Brandzone and Hong Media getting Brand ubiquity by utilizing sitelinks on Kenshoo UI
- Use bid policies: Branding Rules to ensure brand terms dominance; use advanced search to do bid adjustment

### Results

- Traffic per working day increased from 5,000 to 7,000, with 43% DAG
- 219,000 keywords were phased in
- CTR increased by 64%
- Sales increased by 41% YoY while getting positive ROI

