

## Entry: Rakuten Search



### Challenge

As a paid search marketing agency, Rakuten Search's main goals are to continue year over year growth for long-standing clients, continue to scale the business to accommodate new clients, and grow the agency. The challenges in achieving these goals lie in the more time consuming tasks that come with day-to-day account management.

Bid and budget management:

Exceeding growth goals year to year for existing clients involves a great deal of time. Much of the account success is a result of bid and budget management, as well as adopting new tests and ideas. A specific challenge is the amount of time spent strategizing and implementing optimizations for the best possible performance.

URL redirect creation and tagging:

Since Rakuten Search is part of Rakuten Marketing, we are able to leverage our propriety tracking system to allow clients who are also clients of our other services to see a more holistic view of their online efforts.

While this is great for our clients, this form of tracking requires manually creating redirects as well as implementing very specific tagging for each individual keyword. The process is rather cumbersome for the search account managers, and ultimately slows down new client launches and keyword expansion.

Scaling for a growing number of clients:

Combined, the above tasks can take up many hours in a week. Making these processes more efficient would give account managers an opportunity to spend more time testing, optimizing, and driving account growth through new strategies.

### Solution

- Kenshoo Portfolio Optimizer
  - Put in place for all clients where bid strategy and bid adjustments were challenging and time consuming



- KPO forecast was used to work within budget and return goals for each client. Also leveraged to highlight missed revenue opportunity when given limited media spends.
- URL Builder
  - Worked with Kenshoo to customize and automate the lengthy, manual process of adding proprietary conversion tracking to landing page URLs for select clients

## Results

Results for rolling out these features were twofold: boosts in client performance and time savings with respect to account management.

While clients were already seeing strong YOY growth for 2014, Kenshoo Portfolio Optimizer gave them an additional boost to those trends. Year-over-year click growth grew from 11% to 16% after KPO was implemented. Revenue also grew moving from 22% YOY growth to 56% growth with KPO. (45% increase in YoY Click growth, 155% increase in YoY Revenue growth)

Kenshoo Portfolio Optimizer has also helped our managers save up to half a day's work on average per week. Account managers reported a time savings of anywhere from 3 to 5 hours per client in bid management per account.

Utilizing Kenshoo's customized URL Builder has also allowed for significant time savings. For clients utilizing the Rakuten Marketing pixel, the link creation process was reduced by 3-4 hours for any new client launches or keyword builds.

The tools Kenshoo offers have greatly impacted our operations as a paid search agency. Both the increase in client performance and time savings in account management have allowed us to retain clients and accommodate our rapidly growing portfolio without sacrificing service.

