

Entry: Schibsted and Bom Negocio



Challenge

bomnegocio.com is a free online classified site, part of SnT, a joint-venture of Schibsted Classified Media and Telenor. Our business plan is based on a “Freemium” model, where we don’t charge on the ad insertion nor ad replies, charging instead for advantages to the advertisers when they want to promote their classified ads, such as a fixed position on the top of the page.

Traditionally, on our market, companies focus their online traffic acquisition on a performance basis, considering the market conditions of different vehicles. Common metrics include CPA, CPL and CPC (cost per acquisition, lead and click, respectively), lacking to incorporate business-specific data.

We’ve considered different insights and business needs and decide to make crucial changes to the online traffic acquisition, incorporating in a simple and innovative way the value that each interaction point with the users bring to our business model as a whole.

Since we don’t have a focus on real revenue generation in our online marketing campaigns, we decided to assign hypothetical revenue values accordingly to our priorities. By doing it we were able to send Kenshoo monitor and optimization tools the right message on which conversion type act upon in order to strength our strategy and correctly read the value that each traffic source is bringing to our business.

Now, we make decisions on which impressions and clicks to buy by incorporating the value of this traffic to bomnegocio.com and, thus, take better decisions and look for marketing ROI as the bottom-line. The simple structure created allows any site of our group to design its online traffic acquisition by defining the value of a short list of interaction points.

Kenshoo technological structure and great customer service played a very important role on the implementation of this new strategy and way to evaluate marketing campaigns.

Solution

- Custom setup on the pixel to support our hypothetical revenue attribution accordingly to interaction type;
- Account restructure to deploy the right bid policies according to campaign goal;
- Bid Policies on Search and Social to increase ROI and conversion volume;
- Multiples reports and Kenshoo dashboard to assure the right conversion distribution on our ad categories.

Results

Since June, when we fully deployed Kenshoo solutions, we saw some impressive results!



With all automation provided by Kenshoo and the results generated since the first month, we were able to scale-up our investment in 238% and better than that we had:

- Increase of 442% in Revenue
- Increase of 413% on Conversions
- Increase of 186% on ROI
- A decrease of 42% on the CPA

