

Entry: iProspect and Adidas



Challenge

In order to support and activate adidas' official sponsorship of the 2014 FIFA World Cup efficiently on paid search, the iProspect team was looking for innovative ways to effectively manage campaigns utilizing the Kenshoo platform. By seeking ways to automate and schedule actions for optimization, the team was able to focus energy on the reactive and timely aspects required of a global sporting event.

A key piece of this need was related to industry data had shown an increase in mobile web usage and interaction during sporting events. There was a desire to increase mobile presence for teams and players during the actual game times – but with several games a day, the team was concerned about managing the necessary bid boosts in a timely and efficient manner.

Lastly, the adidas team had outlined one very clear goal to iProspect for World Cup: sell cleats, balls and jerseys. Since the team had effective search coverage in place, iProspect identified Product Listing Ads as a potential way to isolate these products and increase bids while maintaining a strong return and efficient spend for these ad groups. However, it was important that managing the World Cup PLA ad groups didn't detract from the holistic management of all campaigns.

Solution

In order to support overall efficiency and effectiveness of the iProspect team's management, the following tools and features were leveraged:

Utilize scheduled actions and dimensions to increase mobile bids during game times.

- iProspect created a dimension for each country, then created scheduled actions to implement bid adjustments for ad groups with the desired dimension during games.
- This supported increased mobile presence for teams during games, without any involvement from the team after the schedule for each round was announced.

Autobidding tool for Product Listing Ads

- iProspect isolated the key ad groups for team apparel, cleats and the official game balls, the Brazuca, and in turn, placed all other ad groups on autobid.
- By doing so, iProspect was able to drive bids for these isolated adgroups and leave the rest to optimize automatically. In doing so, traffic to relevant ad groups increased and holistic return on ad spend stayed strong – meeting the desired goal of visibility and sell through on key products, while maintaining performance with minimal involvement on remaining groups.



Results

In addition to the soft metrics of increased peace of mind and effective campaign management iProspect saw the following campaign performance:

Optimized Mobile Performance

- 150,000 clicks
- Nearly 650 conversions

Product Listing Ads:

- 48% WoW increase in traffic
- 0% Increase in CPCs
- 26% lift In Revenue

