

Lamps Plus Partners with Kenshoo to Automate Paid Search Program and Generate Double-Digit Improvement in Program ROI

BACKGROUND



Lamps Plus is the largest lighting retailer in the United States, with over 40 retail lighting stores throughout the western region. Named a 2013 “Hot 100” world’s best retail website by Internet Retailer Magazine, the retailer offers hundreds of top designer lighting brands as well as products exclusively available from Lamps Plus.

CHALLENGE

Lamps Plus had been running its search marketing program manually for years. While manual bid management provided visibility across product performance, revenue was increasing, but there was interest in seeing if higher growth rate was possible, and the team was executing tactically rather than thinking strategically. Over time, the program had become very labor-intensive and increasingly inefficient.

SOLUTION



Lamps Plus partnered with Kenshoo to automate its paid search processes to increase campaign efficiency and generate time savings. The team utilized Kenshoo Portfolio Optimizer (KPO) to manage bidding and maximize campaign results to meet their end goals.

Unlike other manual or rules-based options, KPO is powered by proprietary algorithms that run predictive models and automatically cluster keywords to maximize results. Lamps Plus saw early success with KPO and was able to allocate spend more efficiently to drive optimal outcomes.

As a leading retailer, Product Listing Ads (PLAs) were an important ad format deployed by Lamps Plus, which prior to partnering with Kenshoo they had also been managing manually. Through the Kenshoo Suite, Lamps Plus utilized Google Shopping campaigns and applied Kenshoo’s custom PLA bid policy to maximize performance.

RESULTS

Lamps Plus quickly started to see performance improvements once onboard with Kenshoo. By activating KPO, the team was able to generate **double-digit improvement in program ROI**. This boost also drove up other key metrics, including revenue-per-click and revenue-per-conversion.

Before Kenshoo, Lamps Plus could only manage hundreds of bid changes per day. Now, the team **optimizes hundreds of thousands of bids** using the Kenshoo portfolio-based algorithm.

“Kenshoo Portfolio Optimizer not only helped automate our previously manual processes, but it also brought added intelligence and scale into our bidding strategy. We are pleased with the increases in performance we have seen since implementing KPO and are looking forward to even more growth as our program matures. We’re also seeing strong results from Kenshoo’s unique solution for managing and optimizing Google Shopping campaigns and Product Listing Ads.”

— Angela Hsu, VP, Internet Business and Marketing, Lamps Plus