

Elite SEM Partners with Kenshoo to Optimize Promotion via Paid Search for Leading Mobile App

BACKGROUND



Elite SEM is a Search Engine Marketing (SEM) agency with a team of experts that specialize in paid and organic search as well as emerging media. The team develops and executes strategic plans to reach desired audiences with the goal of generating sales and/or qualified leads at a cost-effective rate.

One of Elite SEM's clients was seeing a shift in consumer behavior, with over 80% of its audience reaching its site via mobile devices. It was focused on driving mobile search traffic to its mobile app, but was unable to measure conversions from within the app. The company partnered with Elite SEM and Kenshoo to implement a mobile solution that enabled the team to track app engagement back to mobile paid search and optimize campaigns based on mobile app conversions.

CHALLENGE

- Track mobile app key performance indicators (KPIs) including app installs, app re-engagements, and upgrades within the app, driven by mobile paid search
- Integrate third-party app tracking solution to map app interactions to paid search performance without implementing an additional SDK in the app
- Optimize mobile paid search campaigns based on keywords contributing to app conversions
- Prove value of mobile paid search to secure more budget to increase promotion of the app

SOLUTION

- Mapped desktop KPIs to similar mobile app KPIs, showing the value of paid search for both device types
- Integrated a third-party mobile tracking solution with Kenshoo to pull app tracking data into the Kenshoo Suite and allow for paid search optimizations to be made toward each conversion type
- Leveraged Kenshoo bid policies to optimize mobile paid search campaigns based on keywords driving the most app conversions

RESULTS

The conversion metrics that were imported into Kenshoo via third-party integrated data allowed Elite SEM to see how users engaged with the app by tracking installs, upgrades, and re-engagements. This additional visibility and app optimization resulted in a cost-per-install 60% lower than the average cost-per-signup on desktop and spurred a 20% increase in monthly budget.



“ Having the ability to map one-to-one conversion types and pass app performance data back to Kenshoo allowed us to help our client move into app promotion with confidence. Search has proven to be the most efficient marketing channel by continually delivering high quality leads and, as such, our client has continued to increase its monthly user acquisition budget to the channel.”

— Chris Chang, Associate Director, PPC, Elite SEM