

# Targeted Victory Leverages Kenshoo Social Portfolio Optimization to Increase Efficiency and Achieve CPAs 50% Less than Goal

## BACKGROUND



Targeted Victory is an audience-driven technology company focusing on digital strategy and media buying across all screens. Targeted Victory provides an innovative mix of technology solutions, strategy, and analytics, with a creative streak and an entrepreneurial spirit that shows in the work it does for its clients. The team has collectively raised their clients more than \$265 million in online fundraising, managed over \$170 million in online advertising, placed more than 14,000 social media campaigns, and sent more than 1.75 billion emails.

## CHALLENGE

Targeted Victory needed a platform that could automate bidding across campaigns to maximize results and achieve shared key performance indicator (KPI) goals. Its main objective was to lower cost per acquisition (CPA) and increase email sign-ups by moving budgets

to the better performing campaigns using Kenshoo's suite of solutions and advanced optimization. The team hoped to reduce manual efforts, save time, and increase efficiency to give them the ability to scale and grow overall efforts.

In one specific instance, a federal statewide client had a goal of increasing its organic e-mail audience by 25% over a 3 week period. The client had specific custom audiences it wanted to target with a modest budget. Targeted Victory's job was to ensure the campaign spend was as efficient as possible.



With how quickly the political landscape can change, the team sought an innovative partner who would allow them to leverage new and creative ideas, technology and functionality to maintain its position as a leader in the market.

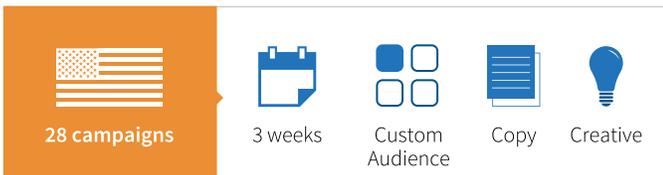
“*Social Portfolio Optimization allowed us to identify which ad sets would be most successful and allocate resources in real time and eliminated 60-90 minutes of human elements at every single step along the way, as well as employ the optimal balance of media consumption while achieving the lowest CPA possible. Kenshoo's focus on solving audience buying on Facebook via machine learning is completely consistent with our views on outcome optimization.*”

— Zac Moffatt, Director & Co-founder, Targeted Victory

## SOLUTION

### Leverage Kenshoo Social Portfolio Optimization to reach KPIs by automatically identifying and allocating resources to top performing ad sets

By utilizing Kenshoo Social Portfolio Optimization, the Targeted Victory team was able to automate campaign management and optimize portfolios towards set CPA goals within a single platform. This allowed the team to easily identify which ad sets were top performers and automatically allocate resources to them. Additionally, the automated process helped the team be more efficient and save time.



As Facebook has historically been the best network for e-mail acquisition, the team chose to leverage the portfolio as a way to lower its client's CPA. In the example mentioned above, Targeted Victory created 28 campaigns testing a combination of custom audiences, copy and creative during the 3 week flight.

### Streamline bulk campaign creation and program management

Targeted Victory wanted to eliminate as much manual setup and management of its social advertising program as possible. To do so, the team leveraged Kenshoo's mass campaign creation tool to easily create multiple campaigns within one workflow. Targeted Victory then utilized Kenshoo's reporting capabilities to aggregate reports across all clients and accounts for a holistic view of overall performance within one dashboard.

## RESULTS

Leveraging the Kenshoo platform, Targeted Victory was able to reduce manual steps and save up to 90 minutes on optimization efforts and achieve CPAs less than 50% of its goal. Within 24 hours of launching

the campaigns, the platform had started optimizing budgets towards the better performing campaigns, giving Targeted Victory and its clients confidence in exceeding the goals set forth.

