

# Dentsu Isobar Reduces Cost per Like by 67% after Implementing Kenshoo Social

## BACKGROUND

Dentsu isobar

Dentsu Isobar (formerly Dentsu iX) is a full service digital marketing agency that combines creative, strategic, technology and brand commerce expertise to deliver positive business transformation for brands and create a seamless and borderless experience for its brands' audiences. The agency has a large presence in the Japanese market and leverages Kenshoo to power social advertising campaigns on behalf of its clients.

## CHALLENGE

Prior to working with Kenshoo, Dentsu Isobar took a more manual approach to configuring and managing social advertising campaigns for its clients. The team was spending large amounts of time setting and assigning creative one by one for various audience segments. With a wide range of brands with various targets and goals, this manual approach was too time consuming, and the team sought a partner who could provide more automation and innovation.

## SOLUTION

Once onboarded with Kenshoo, the Dentsu Isobar team found value in the following areas:

### Audiences and Personas

Through Kenshoo, the agency was able to save audience segments for each client and quickly apply those audiences across relevant campaigns and ads. This saved the team time, improved testing, and helped the team easily identify high-value segments.

### Measurement and Reporting

The team set customizable reporting dashboards in the system to easily monitor multiple KPIs by client.

## RESULTS

Kenshoo helped Dentsu Isobar simplify operations to segment and target audiences with multiple ad sets, contributing in increasing ROI efficiency for its client. On average, cost per like was improved by 67% after running campaigns through Kenshoo.

Overall, the team found the Kenshoo UI to be intuitive and easy to use, offering extensive support for key publishers and added functionality to improve performance.

