

Digital Advertising Agency Proves Performance Results Leveraging Kenshoo for Pinterest



BACKGROUND

PMG is a digital advertising agency that runs global campaigns for its many Fortune 500 clients. A number of these clients use Pinterest, but were challenged with hitting their target goals and scaling their program. As an existing client of Kenshoo Social, PMG looked to the team for help in their optimization efforts and to generate cross-publisher success.

CHALLENGE

PMG looked to Kenshoo to help drive new on-site traffic at an efficient cost for one of their major retail brands. Because the Pinterest auction works very differently than other publishers, advertisers using the same strategy as other social networks will overspend, under-optimize and generate declining results.

SOLUTION

Iterative Testing: Kenshoo started with a variety of different ads to A/B test messaging and creative and aggressively optimize while shifting budgets into higher performing creative and pausing those under-performing.

Auction Control: Pinterest data is time shifted and delayed, so Kenshoo worked closely with the Pinterest technical team and product team to better identify places in the auction where the team was losing efficiencies to and respond more quickly by adjusting the strategy or pulling data at off times.

Strategic Alignment: The Kenshoo team aligned closely with PMG to review custom reports with actionable insights and discuss strategy adjustments on a weekly basis.

RESULTS

By partnering with Kenshoo, PMG drove 12,800 clicks in the first month at its highest CTR to date for CPC-based Pinterest campaigns. In addition, the campaigns performed at the lowest CPC the team has seen to date while maintaining the budget.

50% higher CTR than goal

79% new visitors on-site

30% lower CPC than goal

“Since launching Pinterest with Kenshoo, we have already seen our highest click-through rates and lowest CPCs to date and have achieved a 79% increase in new visitors to the site. We are excited to continue growing this performance with such a successful technology partner.”

– Price Glomski, EVP/Head of Social