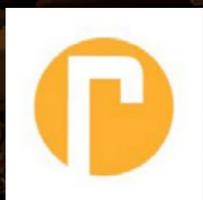


CASE STUDY



Resolution Media Hits Goals for Global Apparel Designer Client with Predictive Forecasting & Optimization

BACKGROUND

One of the world's largest brand-name apparel companies, this company designs and markets jeans, casual wear and related accessories for men, women and children.

CHALLENGE

With a robust digital presence, they turned to Resolution Media and Kenshoo to help them scale their search marketing efforts. With a small team and a big focus they had to find a solution that enabled them to easily scale their search program while also achieving their ambitious goals.

The team found that manual management, including pulling regular performance reports, analyzing them and then making manual bid adjustments was just too time-consuming and didn't leave any free time for the more strategic aspects of their role. Employees often had to work long hours to complete all their projects.

SOLUTION

With Kenshoo Portfolio Optimizer, the team was able to set their budget and ROAS goal and then let the algorithm automatically make the appropriate bid adjustments. No more manual optimization! As a result, they were optimizing their program every day instead of once or twice a week.

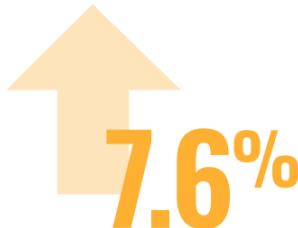
Kenshoo's predictive forecasting tool, also enabled them to forecast their search budgets across campaigns to ensure they were spending where it made the biggest impact on their monthly goals.

RESULTS

The results were incredible. They were able to reduce time spent on campaign optimization by 75% per week. They also achieved a 7.6% increase in revenue and a 12.2% increase in ROI as well.



Reduced time spent on campaign optimization per week.



Increase in revenue



Increase in ROI

“Kenshoo’s forecasting tool saves us time each and every day and ensures that we are always hitting our client’s goals.”

- Oliver Lee, Advertising Strategist, Resolution Media