THE MIXOLOGY OF MARKETING
CREATE A POTENT COCKTAIL OF DIGITAL ADVERTISING

Please advertise responsibly
COCKTAIL RECIPES

- SEARCH
- SOCIAL
- E-COMMERCE
- MOBILE APP INSTALL
- CAMPAIGN MANAGEMENT
- PERFORMANCE OPTIMISATION
- AUDIENCE MANAGEMENT
- CREATIVE AT SCALE
- MEASUREMENT & INSIGHTS

It’s time to shake things up!
There’s an art and science to creating the perfect cocktail, and that also applies to digital advertising.

At Kenshoo, we know the secret lies in blending the right ingredients in the perfect proportions – a measure of search, a generous slug of social and a dash of e-commerce. Optimise vigorously, garnish with engaging creative, et voilà! Serve this heady blend to reach and monetise high-value audiences along the entire path to purchase like never before.

Best of all, with Kenshoo as your master mixologist, you will be driving greater return on advertising spend in no time!
SEX ON THE BEACH
A great tropical highball for hot summer nights or an afternoon at the beach.

MIX
- 40 ml vodka
- 20 ml peach schnapps
- 15 ml crème de cassis or Chambord
- 60 ml orange juice
- 50 ml cranberry juice

SERVING SUGGESTION
Strain into a highball glass and garnish with a pineapple slice or a maraschino cherry.

SEARCH ON THE BEACH
Manage, automate and optimise search engine marketing campaigns across leading publishers at scale.

MIX
- Campaign mirroring across Google, Bing, Yahoo and Pinterest
- Scheduled actions
- Advanced bid and budget optimisation
- Cross-channel conversion tracking

SERVING SUGGESTION
Automated industry migrations save you time and get you up and running with the latest formats sooner, so you can seize new opportunities.
**SEABREEZE**

A popular, fruit-spiked punch with a refreshing twist – a pure delight on summer days.

**MIX**
- 50 ml vodka
- 90 ml cranberry juice
- 30 ml grapefruit juice

**SERVING SUGGESTION**
Adjust the quantities to make it as tall or as short as you like.

**SOCIAL BREEZE**

Reach your audience with the latest, most engaging ad formats and automatically refresh creative based on your time or metrics goals.

**MIX**
- Connections into Facebook, Instagram, Snap and Pinterest
- Scale creative performance with Kenshoo Creative Manager and Automated Actions
- Manage audiences across campaigns with Kenshoo Personas
- Advanced machine learning to optimise performance

**SERVING SUGGESTION**
Target non-social search audiences to power cross-publisher campaigns.
COSMOPOLITAN
A light, fruity martini with an attractive blush. Great for a casual night out.

MIX
- 40 ml vodka
- 30 ml orange liqueur, such as Cointreau
- 15 ml lime juice
- 15 ml cranberry juice

SERVING SUGGESTION
Strain into a chilled glass and garnish with orange peel.

E-COMMERCE
Create, manage and optimise product-driven campaigns at scale, and unlock product insights and advertising activity on Amazon.

MIX
- Detailed product and consumer intent insights
- Sophisticated optimisation solutions
- Campaign management at scale
- Complete visibility into cross-channel activity

SERVING SUGGESTION
Automate manual tasks to get the most out of ad spend with advanced pacing and optimisation tools.
MUDDLED MIMOSA
A simple yet delightful drink that makes an excellent brunch cocktail.

MIX
- 15 ml orange liqueur, such as triple sec
- 50 ml fresh orange juice
- 100 ml chilled Champagne, Cava or Prosecco
- Soft fruit

SERVING SUGGESTION
Build in a Champagne flute and add muddled soft fruits to taste.

UNMUDDLED MOBILE
Get the tools and confidence to track and measure the lifetime value of mobile app users.

MIX
- Adquant by Kenshoo for total control over mobile app campaigns
- Robust creation flow
- Sophisticated optimisations
- Mobile measurement

SERVING SUGGESTION
Focus on measuring-long term relationships with app users, and optimise towards users more likely to generate higher ROI in the future.
**MIX**
- 60 ml Campari
- 175 ml soda water
- Lemon or lime wedge

**SERVING SUGGESTION**
If you prefer something a touch sweeter, try substituting ginger ale for the soda.

---

**CAMPARI + SODA**
A great aperitif that is one of the signature ways to serve this distinctive, bitter Italian spirit.

---

**CAMPAIGN MANAGEMENT + SODA**
Kenshoo helps make your team more agile, with bulk controls, operational efficiency and business policies that let you scale campaigns without additional resources.

**MIX**
- Streamlined processes
- Flexible bidding
- Cross-channel insights

**SERVING SUGGESTION**
Use Kenshoo Campaign Management to automate manual tasks and industry migrations, reduce monitoring, and manage campaigns effortlessly across multiple publishers, so you can focus on strategy.
POMEGRANATE MARGARITA
The fresh fruitiness of this classy cocktail makes it a great summertime drink.

MIX
- 60 ml Tequila
- 15 ml simple syrup
- 1 tsp fresh pomegranate seeds, muddled
- 30 ml passion fruit juice

SERVING SUGGESTION
Fine-strain into a chilled cocktail glass and garnish with an edible flower for an extra special touch.

PERFORMANCE OPTIMISED MARGARITA
Kenshoo’s bid and budget planning and optimisation is flexible, publisher-independent and transparent, so you get the best results whatever your marketing goals and budget.

MIX
- Machine learning
- Forecasting
- Cross-channel data

SERVING SUGGESTION
Don’t let changes in spend, ad innovations and shifting customer preferences disrupt planning. Let Kenshoo reveal the best opportunities for your budget.
AUTUMN SPICED TONIC
This simple adaptation of the classic VAT features a seasonal infusion.

MIX
• 40 ml vodka infused with apple, pear and cinnamon
• A splash of simple syrup
• 240 ml tonic water

SERVING SUGGESTION
Infuse a 75 cl bottle of vodka with chopped apple and pear for 4 days, add the cinnamon stick and leave for a further day to set the flavour. Strain out the fruit and spice, pour into a bottle with a tight-sealing lid. Enjoy with tonic and syrup to taste.

AUDIENCE MANAGEMENT TONIC
Kenshoo helps you reach high-value consumers across channels by incorporating intent into audience targeting and retargeting and by discovering new audiences based on the traits of your top customers.

MIX
• Portable intent data for scalable, automated audience targeting
• Reusable persona libraries of your most profitable and influential audiences
• Defined cohorts to re-engage consumers and capture additional conversions
• Informed retargeting with real-time dynamic creative and optimised bids

SERVING SUGGESTION
Maximise return with Kenshoo Personas for targeting and cloning at scale during the ad creation process.
**CREOLE COCKTAIL**

A timeless favourite, it’s the Benedictine that sets the Creole apart with a herbal sweetness that takes the flavour to a new level.

**MIX**
- 70 ml Bourbon whisky
- 30 ml sweet vermouth
- A splash of Benedictine
- A splash of maraschino cherry liqueur

**SERVING SUGGESTION**
Pour ingredients into a mixing glass with ice cubes and stir well, then strain into a chilled cocktail glass and garnish with a lemon twist.

**CREATIVE COCKTAIL**

Skyrocketing mobile usage is driving the need for engaging rich media that is regularly refreshed and adjusted for different publishers, ad types and promotions – and to understand which assets drive the best results.

**MIX**
- Searchable creative library for simplified ad creation, hosted in the Kenshoo cloud
- Smart templates to apply brand messaging consistently to multiple assets
- Creative collection with rules-based automated updates
- AI-based creative analysis and optimisation

**SERVING SUGGESTION**
Take back control of your media and make creative scalable with Kenshoo Creative Manager, which eliminates the manual effort of spritzing up creative for fatigued audiences.
MILK + HONEY
This soothing winter drink is a great way to enjoy the full flavour of Benedictine.

MIX
• 40 ml Benedictine
• 175 ml warm milk
• Stick of cinnamon

SERVING SUGGESTION
Top off Benedictine in a mug with gently-warmed milk and stir with a cinnamon stick to gently infuse with spice.

MEASUREMENT + INSIGHT
Insight is driven by measurement, but publishers don’t make it easy! Kenshoo’s analytical resources help you effectively monitor performance with custom metrics, bespoke reporting and actionable intelligence to inform your digital programmes.

MIX
• Heads Up Display dashboards with the metrics that matter and industry benchmarks
• Path-to-Conversion insights at every stage of the customer journey
• Actionable report recommendations to guide future decisions

SERVING SUGGESTION
Kenshoo Anywhere puts mobile dashboards, reporting and campaign management at your fingertips so you can track progress against your goals on the go.
THIRSTY FOR INSPIRATION?

We hope this little book of mixology whets your palate for a more potent cocktail of digital advertising.

If you’re thirsting for ways to connect more effectively with customers in the moments that matter, get in touch at info@kenshoo.com or visit kenshoo.com/mixologyofmarketing

Cheers!