

CASE STUDY



Thomas Cook Central Europe grows revenue by 93% with Kenshoo Search

BACKGROUND

Thomas Cook GmbH is a fully-owned subsidiary of Thomas Cook Group plc and amongst others, is active in Central Europe (Germany, Austria and Switzerland). Following a competitive pitch against competing providers in 2014, Kenshoo's superior performance, future vision and support during the trial period meant that it was successfully selected to help Thomas Cook transition some of its Search advertising in Central Europe from agency to in-house, whilst improving performance of the channel.

CHALLENGE

In a region where offline conversions still dominate, the Thomas Cook team - made up of two full-time employees handling more than 92 million impressions per month - is measured first and foremost on revenue generation from Paid Search activity.

They needed a tool that would optimise campaigns more efficiently and effectively so that they had more time to focus on strategic initiatives.

The specific campaign goals were:

- To increase traffic, while working to a fixed budget
- To increase ROI whilst reducing CPA to ensure profitability

SOLUTION

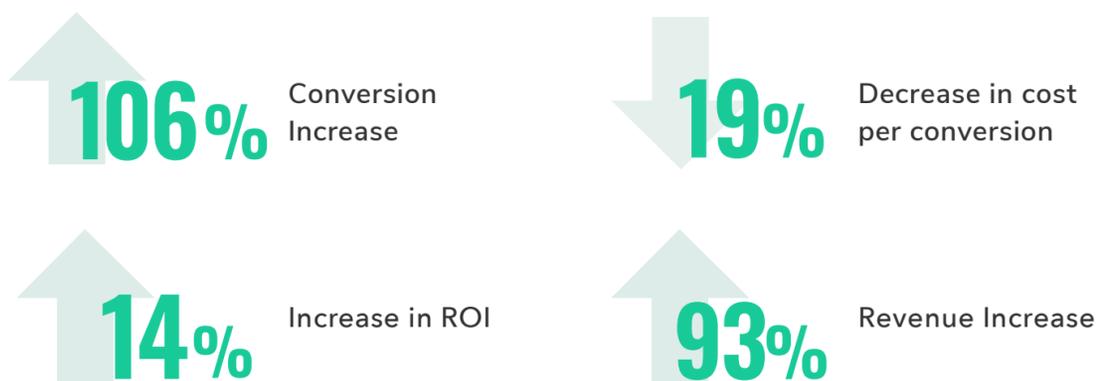
Using **Kenshoo Portfolio Optimiser (KPO)** - a proprietary solution for portfolio bid optimisation, the team was able to automate bid management whilst optimising towards the Return on Investment KPI.

Designed to work with KPO, the team also took advantage of **Kenshoo Halogen** which uses past performance and a wide variety of market data to provide forecasts and scenario plans that can be automatically applied to campaigns. Thomas Cook was able to determine the return it would achieve with extra budget and how much potential certain portfolios or campaigns had - thus helping the team to plan ahead and forecast return more accurately.

In addition to optimising and scaling activity on Google Adwords, the Kenshoo team recognised that with 21 million active users and 504 million searches per month on Bing in the region, there was a great opportunity for Thomas Cook to drive significant revenue through a new publisher. Using the **Campaign Mirroring** feature, all of the Google Adword campaigns were copied to Bing Ads in no time at all - delivering all the benefits that Bing has to offer with minimal time and effort.

RESULTS

The results were fantastic. Over the course of a year, the team saw:



“ Using Kenshoo we were able to quickly scale our campaigns, pre-defining success to a specific goal. This was highly effective for us. We not only doubled overall revenue and decreased CPA, but we saved a lot of time on campaign management which is now being spent on other strategic projects such as the expansion into new networks such as Bing Ads. ”

Wolf Albrecht, SEA Manager - **Thomas Cook GmbH**