

Energize Your Marketing with Kenshoo Ecommerce

The Leading Platform for Amazon Advertising & Beyond

The ecommerce channel is complex and confusing for advertisers of all shapes and sizes. Amazon, specifically, acts as both ad publisher and marketplace, owning the customer experience from click to conversion.

With its large and complex ecosystem, advertisers need to consider brand awareness, products, inventory, stock issues, ratings, reviews, competition, ad campaigns, budgets and more!

How can advertisers address each facet of their business in this space, and still succeed on Amazon and in Amazon Advertising?

92%

shoppers who start a product search on and buy on Amazon¹

80%

Advertisers who plan to increase ad spend on Amazon in 2019²

Kenshoo Ecommerce

The number one Ecomm Marketing & Amazon Advertising solution for Brands & Agencies looking for deep product-driven insights, planning and execution.

500+ Brands leverage Kenshoo's innovative technology plus a team of experts, tailored to meet your every ecommerce need.



Make strategic decisions with holistic measurement of Amazon activity.



Save time on the basics and make time for strategy with expert campaign management.



Apply product insights to optimization strategies, enriching campaigns for better results.



Automatically forecast, monitor, plan & optimize budgets with Kenshoo's Budget Manager

Under Armour Increases Revenue 156% with Kenshoo Ecommerce

Challenge

- Grow Under Armour's presence on Amazon
- Focus growth on 5 key markets in EMEA
- Added scale and efficiency for peak sale periods

Solution

- Kenshoo Ecommerce & Amazon expertise
- Campaign visibility across the 5 regions
- Managed bids & budgets in bulk
- Unique reports and insights

Results

156%

boost in revenue

79%

increased clicks

51%

increased CTR

34%

boost in Conversions

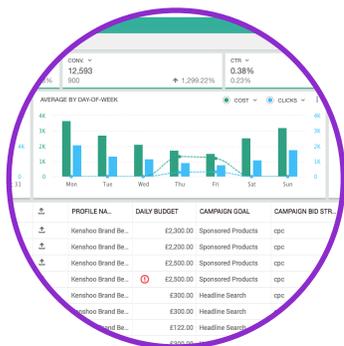


Thanks a lot to the Kenshoo team for its support. In a very short amount of time we have been able to get new insights from the platform which have helped us grow revenue significantly during one of the busiest times of year."

— Johannes Mulert
Account Marketing Manager, Under Armour

[Read the full case study here](#)

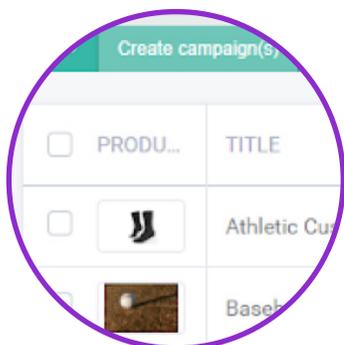
Leverage Amazon Advertising with Kenshoo



Holistic Measurement & Insights

Measure your end-to-end Amazon activity to drive your business forward

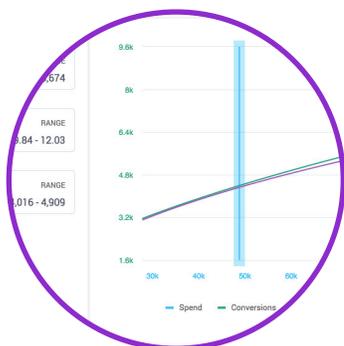
- Access holistic views and insights into campaigns & advertising performance
- Leverage retail analytics and shopper behavior data to inform advertising strategy
- Schedule, pull or create custom reports at the ASIN level, or in a cross campaign or brand view
- Test, iterate and understand the value of incremental ad investments



Product-Driven Advertising & Data

Apply key product data to your campaign & optimization strategies for accelerated advertising results

- Find & promote high performing products to drive sales
- Apply attributes such as marketplace signals, ratings, reviews and more to optimization strategies
- Sort & filter product data quickly and create campaigns based on custom criteria
- Integrate 3rd party data and additional data sources



Smart Budget Forecasting & Management

Make the most of your ad dollars and drive the best return with Kenshoo's Budget Manager for Ecommerce

- Forecast, plan, monitor & optimize budgets across campaigns, brands and more.
- Build forecasts inclusive of important sale days, letting Kenshoo algorithms pace the budget for you
- Identify when campaigns are out of budget and re-adjust to your needs
- Auto-redistribute your budget, addressing product-specific spend needs



Expert Campaign Management at Scale

Gain scale & efficiency in your Amazon campaigns, saving time on the basics making time for strategy

- Create and manage campaigns using manual, bulk and automated actions
- Understand product performance and schedule actions across ads & campaigns
- Identify and take actions on product-level issues like out-of-budget or eligibility in real time
- Automate campaign management across channels and publishers

A Team of Amazon Experts 'At-the-Ready'

Amazon goes beyond **just** an advertising platform. The Ecommerce Consulting Group supplies the strategies necessary to help our clients understand the full Amazon ecosystem, and how an integrated approach to Amazon as a whole can drive advertising success.