



**SPICE UP
YOUR PERFORMANCE**

— *with* —

**KENSHOO
LOCAL**



INTRODUCTION

Targeting local consumers is a lot like cooking a gourmet meal. You need the perfect blend of ingredients and the right execution for it to be great. But even if you have all the right ingredients, executing on the local level can be hard if you don't have a truly gourmet platform to automate with precision.

Kenshoo Local is the only platform enabling brands, agencies, and developers to automate and optimize their marketing investments via native API solutions so you can engage consumers in all stages of the purchase decision. Anything less is simply bland. Don't be bland. To learn more about how Kenshoo Local can spice up the performance of your campaigns, check out our local marketing recipes.

TABLE *of* CONTENTS

- **Stir Up Revenue Maximization**
San Francisco Ramen
- **Layers of Onboarding Automation Goodness**
Miami Cuban Sandwich
- **Spice Up Your Bidding Performance**
New Orleans Jambalaya
- **KenSHOO Away Inefficiencies & Missed Opportunities**
Philadelphia Shoo-fly Pie
- **Data! Get Your Data Here!**
Chicago Style Hot Dog
- **Sizzle with Speedy Workflow Automation**
Miami Churrasco



San Francisco

Get Your Ramen Stir On

This isn't the 10 for \$1 Ramen Noodles that you survived off of in college. This local fanfare is a staple in the Golden City. This salty broth soup with Chinese style wheat noodles and any array of veggies and meats will warm your soul and fill your belly for complete satisfaction. Need a little spice? Sriracha is the best choice for Ramen. Stir up this delicious Japanese concoction, or come to SF and maximize your Ramen experience.

BEST FOR:

Cold Winter (or Summer in SF) Days when you have time for a nap afterward.



Stir Up Revenue Maximization

Budget Pacing

When you have smaller budgets, it can be incredibly difficult to spend without going over budget - it's like cooking for only one person without trying to have leftovers. You often have to make continuous manual manipulations to get the right balance. With Kenshoo Local's Budget Pacing feature, you'll no longer lose out on Revenue opportunities due to underpacing campaigns. Kenshoo Local will monitor and influence budgets and distributions automatically.

BEST FOR:

Campaigns with hard stop fixed budgets.



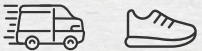
Miami

Layers of Cuban Goodness

Some may say “It’s just a ham and cheese sandwich”, but they would be wrong. This delectable treat is layered with the most perfect of flavor combinations. With each bite, you’ll make the smooth transition from hunger to satisfaction with euphoric bliss. The crunch of the cuban style bread helps make this a multi-sensory experience. The tender salty ham coupled with the sweet roasted pork, layered with smooth melted swiss cheese all come together with a crown of pickles and mustard. Luckily, you don’t have to fly to Miami to find a great Cuban Sandwich.

BEST FOR:

Anytime, Anywhere.



Layers of Onboarding Automation Goodness

Profile API

When you have thousands of clients starting and stopping at various intervals, it can be a daunting task to keep up. With Kenshoo Local’s Profile API, you can connect your internal CRM directly to Kenshoo to automate profile creation. This allows you to start new clients faster and with less human effort, which means generating revenue faster. From budget changes, to cancellations, layering on the Profile API to your CRM gives you the flexibility needed to manage at scale.

BEST FOR:

Agencies with large scale onboarding needs and internal CRM system.



New Orleans

Jambalaya is the Spice of Life

Oh Cher! If you haven't experienced the spicy delights of New Orleans, may we suggest you start with this easy to prepare classic comfort food. As with most Creole dishes, this spicy dish contains the staple 'trinity' - peppers, onion, and celery. Tomato sauce, an eclectic mix of Cajun seasoning, rice and chicken broth take these simple ingredients to a whole new level of flavor. Add a little Tabasco to turn up the heat to this dish. Laissez les bon temps rouler!

BEST FOR:

Summer Cookouts, Winter Dinners



Spice Up Your Bidding Performance

Bid to Value

One of the biggest challenges with managing SMB accounts is having enough data to make accurate bidding decisions. Often, advanced algorithms have too much spice for the sparse data you have, and just setting a max CPA isn't spicy enough. With Kenshoo's Bid to Value feature, you get the perfect blend of machine learning and active keyword clustering technology to predict the value of individual keywords, creating more efficient bidding, and the ability to bid on keywords with sparse data.

BEST FOR:

Campaigns with too little click and conversion volume to qualify for KPO's algorithmic bidding.



Philadelphia

Shoo-fly Pie - ♪ Makes your eyes light up, your tummy say “Howdy” ♪

We couldn't pass up the opportunity to showcase our partial namesake. I mean really, Kenshoo should have Shoo-Fly pies as a daily delicacy in the office, but I digress. Let's make our way to the Reading Terminal Market in Center City and pick up this sweet treat from one of the Amish stands. A Dutch delight, made by Amish women, that is the perfect way to end or even start your day. A flaky buttery pie crust with a sweet molasses center will Shoo away the problems of the day and yesterday too. Have a slice with a cup of coffee or tea. If you can't make it to Philly, this might be the easiest pie you've ever attempted to make at home - assuming you'll cheat like we do and just buy pastry dough for the crust. The only ingredients you'll need are dark molasses, baking soda, flour, shortening and brown sugar.

BEST FOR:

Dessert, Breakfast, Rain or Shine.



KenSHOO Away Inefficiencies & Missed Opportunities

Campaign Mirroring

In the digital space, you'd think replication would be so easy, but up till now, it's been difficult and time consuming. With Campaign Mirroring, you can have campaign templates ready for every common type of business you may service, allowing you to get your clients online faster. This means being able to scale to multiple geos easier and faster! You can also use Campaign Mirroring to expand beyond just Google, and keep your optimization changes in sync - allowing your team to make changes once. No more replicated efforts. No more wasted time. No more missed opportunities due to lack of time and resources.

BEST FOR:

Anyone that has repetitive campaign content or wishes to repurpose Google optimizations on additional publishers.



Chicago

Chicago-Style Hot Dog

Chicago is full of delicious culinary treats, but this local favorite is truly the only right way to eat a hot dog - at least that's what the locals will tell you. Before you head to the Windy City, it's important to know that putting ketchup on a hot dog is blasphemy! In some parts of town, even asking for ketchup might get you kicked out. So tread lightly there. You'll need a poppy seed bun, with a juicy vienna all-beef frankfurter, topped with yellow mustard (get outta here with ya other fancy mustards), chopped white onions, sweet pickle relish, a dill pickle spear, tomato slices, pickled sport peppers, and a dash of celery salt. Salty sweet integration of deliciousness!

BEST FOR:

Summer Cookouts, Sporting Events, or whenever you're just hungry.



Data! Get Your Data Here! -Chicago Accent-

Data Integrations

From coupon downloads, to offers, to call tracking, conversion data doesn't always happen between click to website. It's important to be able to leverage all data points in your automated bidding and optimization efforts - each data set adding to your unique flavor of success. With Kenshoo's openstack architecture, you can bring in data from anywhere. Liveramp data for in-store conversions, CRM data from your in-house systems, call center data - anything. If you can track it, Kenshoo Local can ingest it. Coupled with Kenshoo's ability to bid to custom metrics, you can't go wrong with Kenshoo Local!

BEST FOR:

Agencies with internal CRM systems, Clients with Offline Conversions.



Miami

Churrasco

Well, if we're going to go someplace twice, it should be the sunny beaches of Miami, right? There are many styles of Churrasco across Latin America, but this Cuban-Style Skirt Steak is worth flying to Miami for, but if you can't, it's surprisingly easy to make. The key is the Mojo Marinade - a delectable blend of citrus, oregano, garlic, jalapeños, olive oil, pepper and salt. Sizzled to perfection on a grill, and topped with a sort of Cuban version of Mexican pico de gallo - Chimichurri. This sauce is loaded with flavor from fresh cilantro, lime, garlic, onion, vinegar, salt and pepper. This treat is sure to sizzle its way into your dinner rotation.

BEST FOR:

Summer Cookouts, Lunch, Dinner



Sizzle with Speedy Workflow Automation

Scalability & Workflow Management

Gone are the days of having to make URL changes one by one, or manually updating bids. With Kenshoo Local, you'll move through your work so quickly, you'll be smoking like steak on a grill. From automated actions, to scheduled ads, Kenshoo Local offers you the greatest workflow automation for locally targeted marketing. This allows marketers to do more of what they love - strategize and optimize, rather than mind numbing grunt work. Get more done with less!

BEST FOR:

Any agency that wants to be efficient!





kenshoo.com/spiceitup

