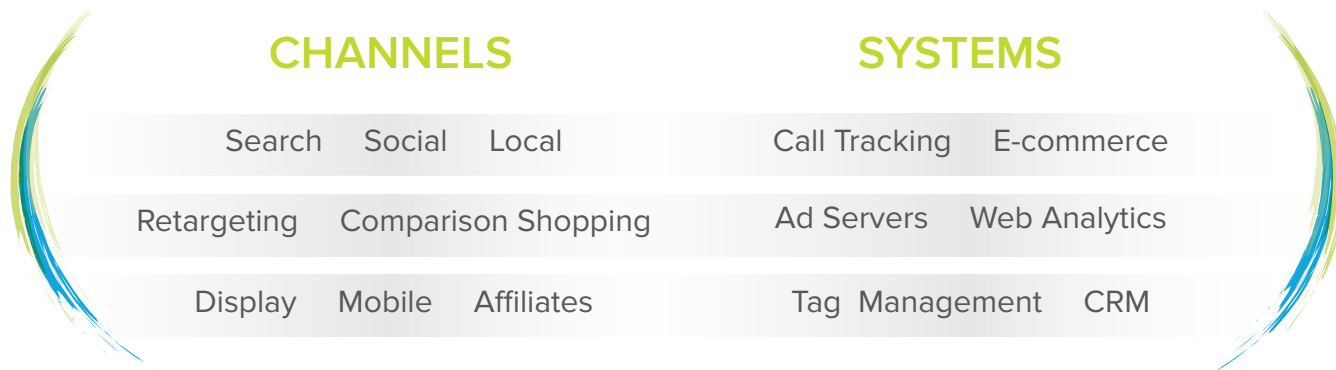


# KENSHOO UNIVERSAL PLATFORM™

## Cross-channel Tracking, Reporting, and Attribution

Integrate your various media channels and back-end systems into Kenshoo™ to activate the business intelligence needed for infinite optimization.



### HOLISTIC DATA AT YOUR FINGERTIPS

View data from search, social, display and other channels in a single dashboard for comprehensive KPI analysis.

### VALUABLE INSIGHTS ABOUT YOUR CONVERSION FUNNEL

See all the interactions people have with your ads across channels through granular path-to-conversion reports.

### SMARTER OPTIMIZATION DECISIONS

Apply dynamic custom attribution models to assign value to each ad placement and identify opportunities for further investment.



# Universal Channel Integration

With more than **100 completed third-party integrations** and capabilities to incorporate any channel or system, Kenshoo serves as your true north for campaign management, attribution, and optimization.

## MANAGED

API support for data integration, reporting, attribution, and full campaign management.



## STANDARD

Off-the-shelf data integration, reporting, and attribution.  
*Sample integrations include:*



## TRACKING

Uses Kenshoo tracking system for data integration, reporting, and attribution.  
*Sample integrations include:*



## CUSTOM

Uses third-party tracking system to send data to Kenshoo for integration, reporting, and attribution.  
*Sample integrations include:*



\*All third-party logos represent companies with whom Kenshoo has completed data integration. Trademarks and copyrights are the property of their respective owners.