



Target your highest value **audiences**,
not just keywords or interests

*Leverage cross-channel insights to improve your search and Facebook marketing campaign ROI with **Kenshoo Intent-Driven Audiences™***

Consumer Searches

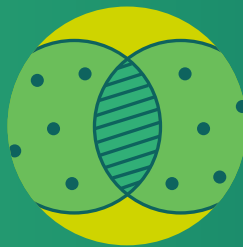


Search Engines

Clicks on Ad



Cookies Matched



Kenshoo + Facebook

Audiences built



*Re-engage
Custom
Audiences*



*Reach New
Lookalike
Audiences*

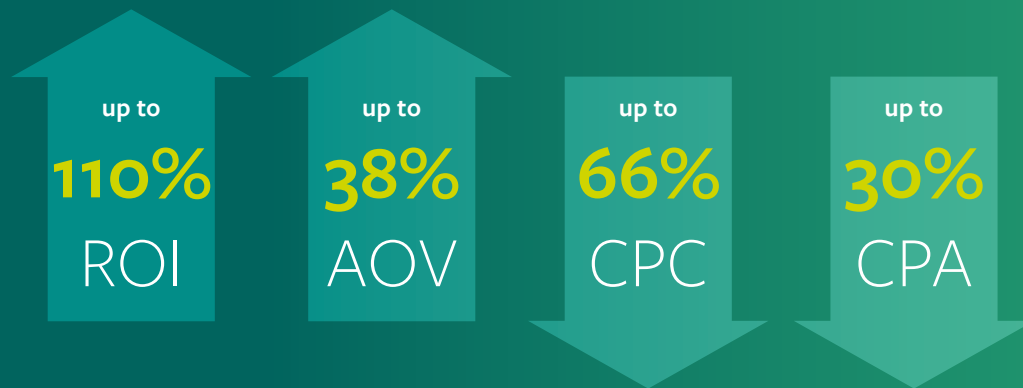


Automatically create and update Facebook Custom Audiences based on intent demonstrated through search engine activity

Results from Intent-Driven Audiences for a Leading Global Retailer

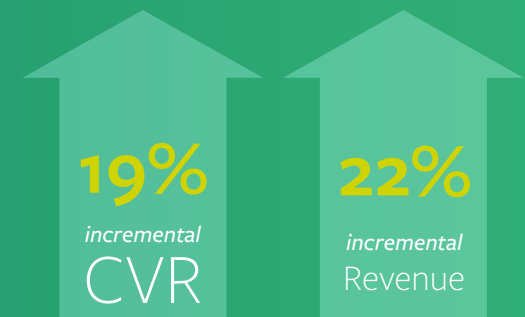
Facebook Campaign Performance

versus analogous search campaigns



Search Campaign Performance

incremental improvement with concurrent Facebook IDA campaigns



For more detailed information about Kenshoo's Intent-Driven Audiences and to get started today, please visit kenshoo.com/social

