

Partnerships & Integrations

Kenshoo provides best-in-class solutions and an open architecture framework that adapts to your business environment and delivers actionable intelligence. With more than 100 third-party integrations, Kenshoo serves as your complete solution for channel management, optimization, and analytics.

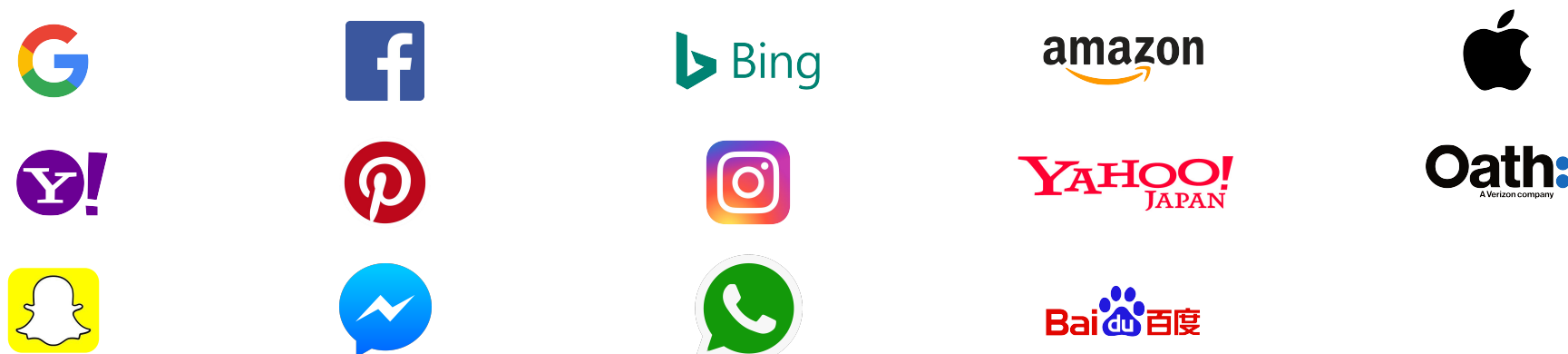
Data in

• API connections • File Transfer • Server to Server calls • And more

Data out

• Scheduled reports delivery (to email, SFTP, Amazon S3) • Reporting API • Robust URL builder to support 3rd party tracking systems

Publisher API Integrations



Direct access to top publisher APIs allows Kenshoo's clients to build, optimize and report on campaigns with the same access they have directly within the publisher platforms.

Other Publisher Integrations:



Tracking & Attribution



Kenshoo is integrated with Analytics platforms to enable clients to report on campaign metrics, incrementality and attribution tracked from their trusted analytic sources.

Data Management Platform



Data Management Platform integrations enable advertisers to sync their audience data from DMPs to Kenshoo and their data from Kenshoo to their preferred DMPs.

Mobile Measurement Platforms



Mobile Measurement partners enables Kenshoo's clients to track attribution and actions audiences take on their app enabling advertisers to optimize their search and social campaigns with off-publisher data.

Business Intelligence



By syncing their marketing data within BI tools advertisers can better analyze and present actionable insights that lead to more informed business decisions.

Call Tracking



By partnering with leading call tracking providers clients can increase call conversions by automatically identifying and optimizing towards the highest converting keywords and ads.

Tag Manager



Tag Management has never been more comprehensive with Kenshoo's AI and Machine Learning. Manually or automatically categorize ads by theme, performance, predictive trends and more.

Marketing Data Providers



Direct integrations with Marketing Data Providers delivers a third-party audience marketplace for the most accurate behavioral-based targeting.

If there is an integration your company is considering, please send a request to your CSM and Kenshoo either supports it or will integrate it. Kenshoo also has a dedicated team of technical account managers to help streamline the process and make sure the integration works for your needs!