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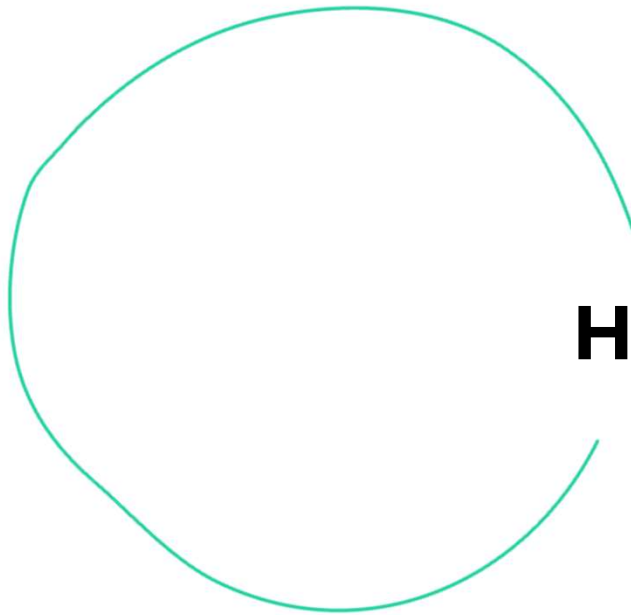
EXHIBIT
PSX01119

ADD LOGO

+ **kenshoo**

Total Search Intelligence

June 2020



Hello!



Allen Hammock

Dir. Search Strategy



Kate DuBois

General Manager

Search marketers today don't have a lot of choice...



Native/free

! Miss out on top features and performance

! All of your competitors have access to the same basic toolset



Full Publisher Stack

! Over invest on stuff you don't use or relies on interconnectivity you don't want

! Becomes closed ecosystem beholden to the media publisher



Build in house

! Expensive & difficult
! High learning curve for internal org
! High risk and vulnerability

Independent Platforms

? Miss out on native media benefits?
? Slower to innovate?
? Expensive?
? Bidding only?
? Inflexible?

Our independence is your opportunity for visibility, control and growth

Native/free

! Miss out on top features and performance

! All of your competitors have access to the same basic toolset

Full Publisher Stack

! Over invest on stuff you don't use or relies on interconnectivity you don't want

! Becomes closed ecosystem beholden to the media publisher

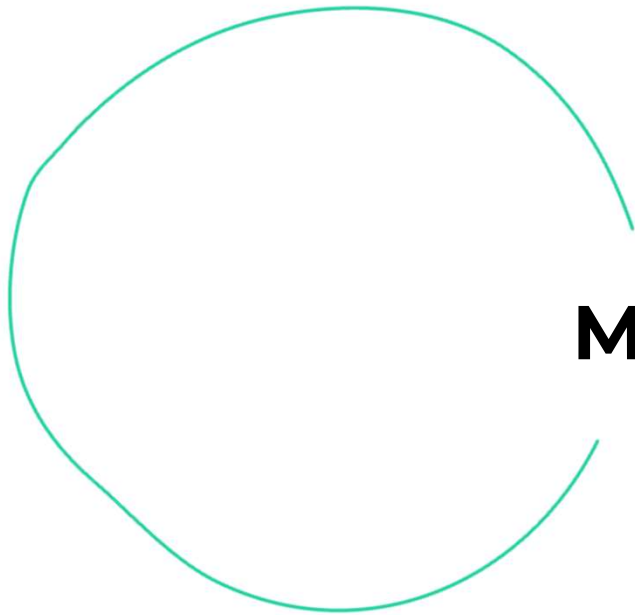
Build in house

! Expensive & difficult
! High learning curve for internal org
! High risk and vulnerability



Independent Platform

- ✓ Strategic partnerships
- ✓ No media bias
- ✓ First-to-market
- ✓ Beyond the bid
- ✓ Price competitive
- ✓ Modular

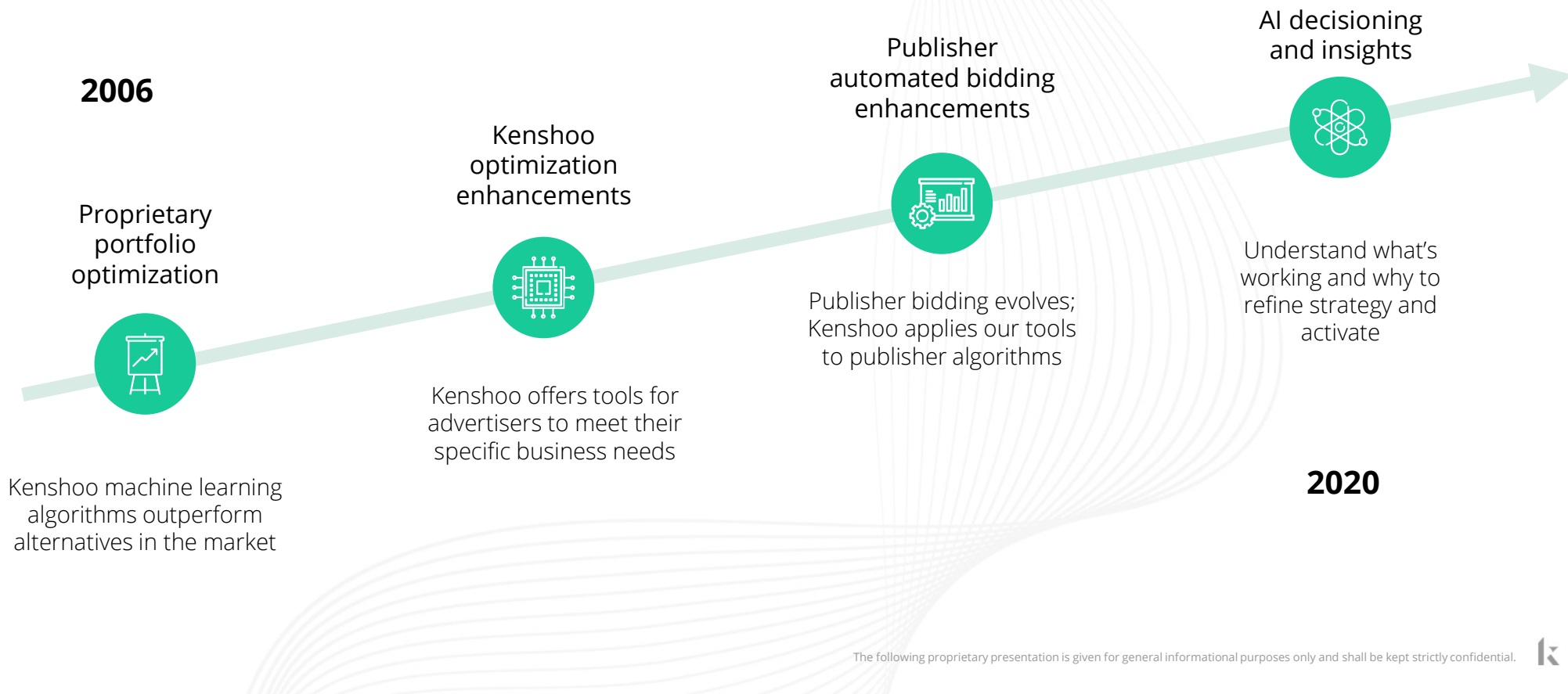


Meet Kenshoo Search

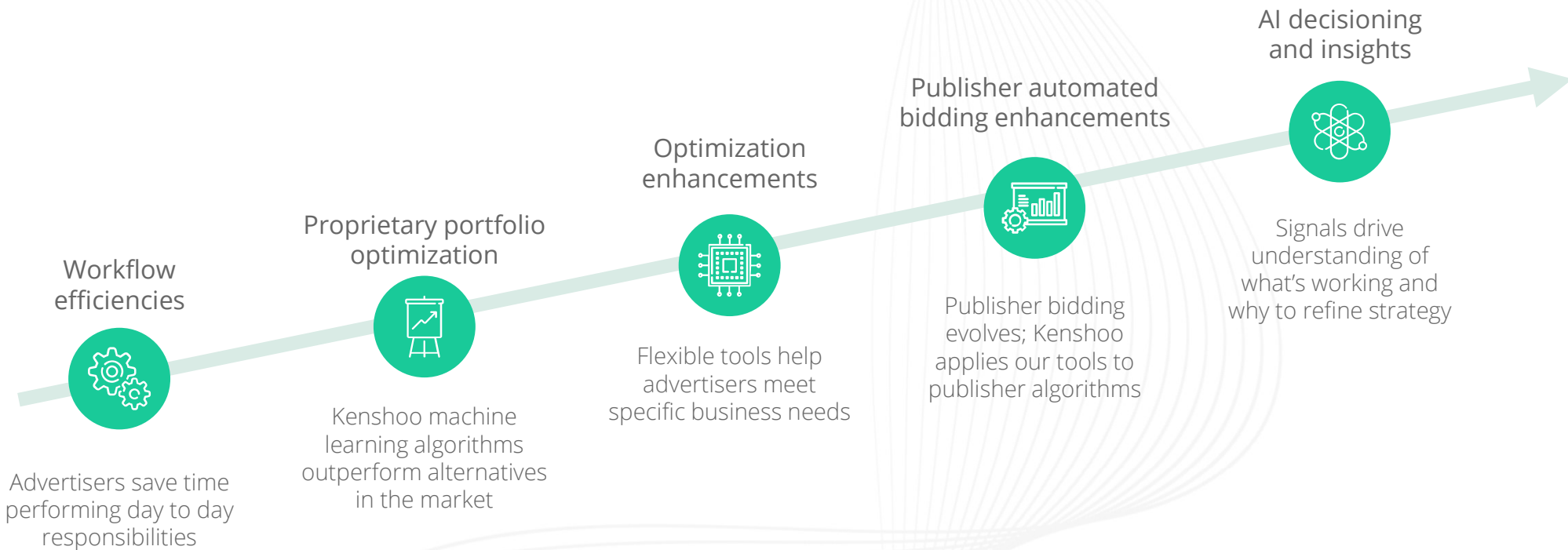
The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential.



Since 2006 Kenshoo has unwavered in driving more **measurable value** for search marketers



Since 2006 Kenshoo has unwavered in driving more **measurable value** for search marketers



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Getting ahead today requires **optimization intelligence** that goes way beyond the bid

Data Intelligence

Data-actionability that drives smart investment strategies



Bidding Intelligence

Solutions that optimize full programs, not just the bid



Measurement Intelligence

Capabilities for unbiased & holistic reporting, experiments & tests

Competitive Edge: Holistic Optimization Intelligence

Automation

Single-Channel ROI

Workflow Efficiency / UX

Foundation: Productivity and Performance

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Our **strong media partnerships** give you direct access while keeping you in the driver's seat



Co-develop with our partners... so you can tailor your program to your needs



Align our business roadmaps... to add holistic, cross-channel value on top



Solve marketer challenges... faster together than alone



Minimize time to market... bringing you the edge





*Kenshoo continues to **bring bold ideas**, determination and **grit** across all aspects of Microsoft Advertising – business, sales, marketing and engineering. The highly strategic relationship is due to the **innovative spirit**, deep knowledge and command of digital marketing that Kenshoo brings to the table.*

– Shirley Heath, Senior Director, API Ecosystem, Microsoft Advertising



Technology Partner of the Year

GLOBAL | 2020 | MICROSOFT ADVERTISING

kenshoo



Strategy

Activation

Measurement

2000+
Brands &
Agencies

~\$7B
Spend Under
Management

100+
3rd Party
Integrations

2PB
Data
Points

27
International
Locations

7M
Audience
Segments

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Award-winning outcomes across all of the most effective **media**



For the world's most successful **brands**



Etsy



Walgreens



Jet



Colgate

★macy's



ebay

Kimberly-Clark

Kellogg's

WILLIAMS
SONOMA
CALIFORNIA

PETSMART

Wavemaker



SAMSUNG

L'ORÉAL

Recognized year after year, **industry-wide**



MENASearch
AWARDS2019
WINNER



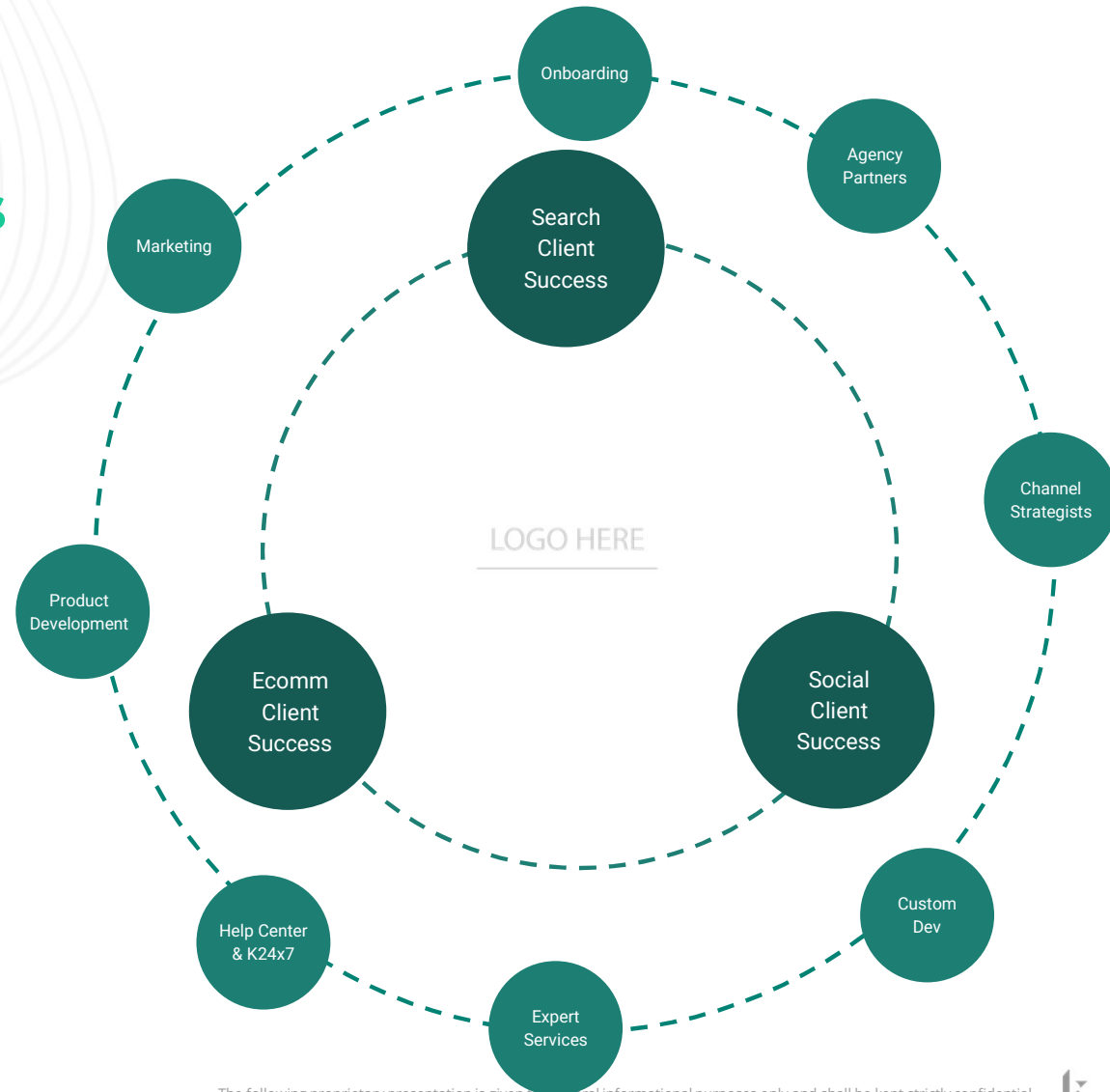
ClickZ



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Backed by best-in-class strategy & support teams

- ✓ Covers all functions - from technical issues and day-to-day planning to product and marketing
- ✓ 24/7 Technical Support
- ✓ Seasoned channel, agency and industry experts
- ✓ Independent, unbiased partner
- ✓ Tailored support options available
 - Client success
 - Expert services
 - Consulting



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Optimization intelligence

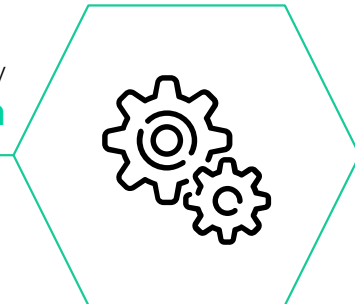
Data intelligence + **Bidding** intelligence + **Measurement** intelligence

Intelligent optimization goes **beyond the bid**



Publishers' automated bid solutions are **fully integrated** into Kenshoo's platform

BUT, setting the right bid is only **one part of optimization**



Our advanced, marketer-driven tools empower advertisers to drive **true business success** through a holistic optimization strategy

Where native solutions **fall short**, Kenshoo shines



KPIs are limited to proxy goals

“ I care about revenue, not just leads ”



Inability to forecast optimal budget and allocation

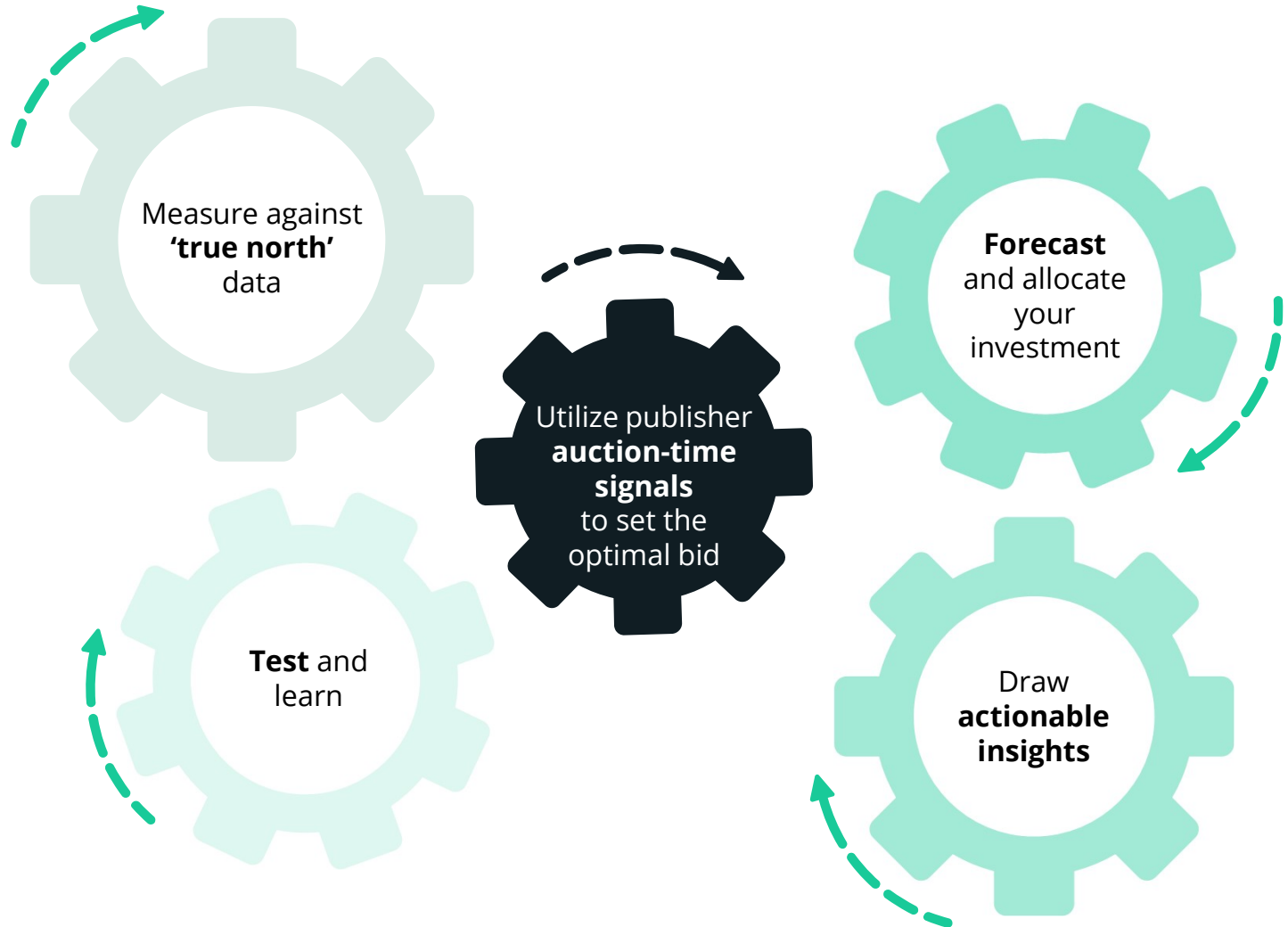
“ How much revenue would I drive if I had \$100k more? ”



Missing insights to understand performance and refine strategy

“ Which audiences are being favored by publisher bidding? ”

Kenshoo empowers marketers to optimize intelligently beyond the bid



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Data Intelligence

Bidding Intelligence

Measurement Intelligence



Setting up for success requires the **right data** and the **right strategy**



Integration Partners



Budget Navigator



Campaign Mirroring

Flexible, open ecosystem of partners & integrations

Publisher API Integrations



Tracking & Attribution



Data Management Platform



Call Tracking



Mobile Measurement Platform



Business Intelligence



Tag Manager



Marketing Data Providers



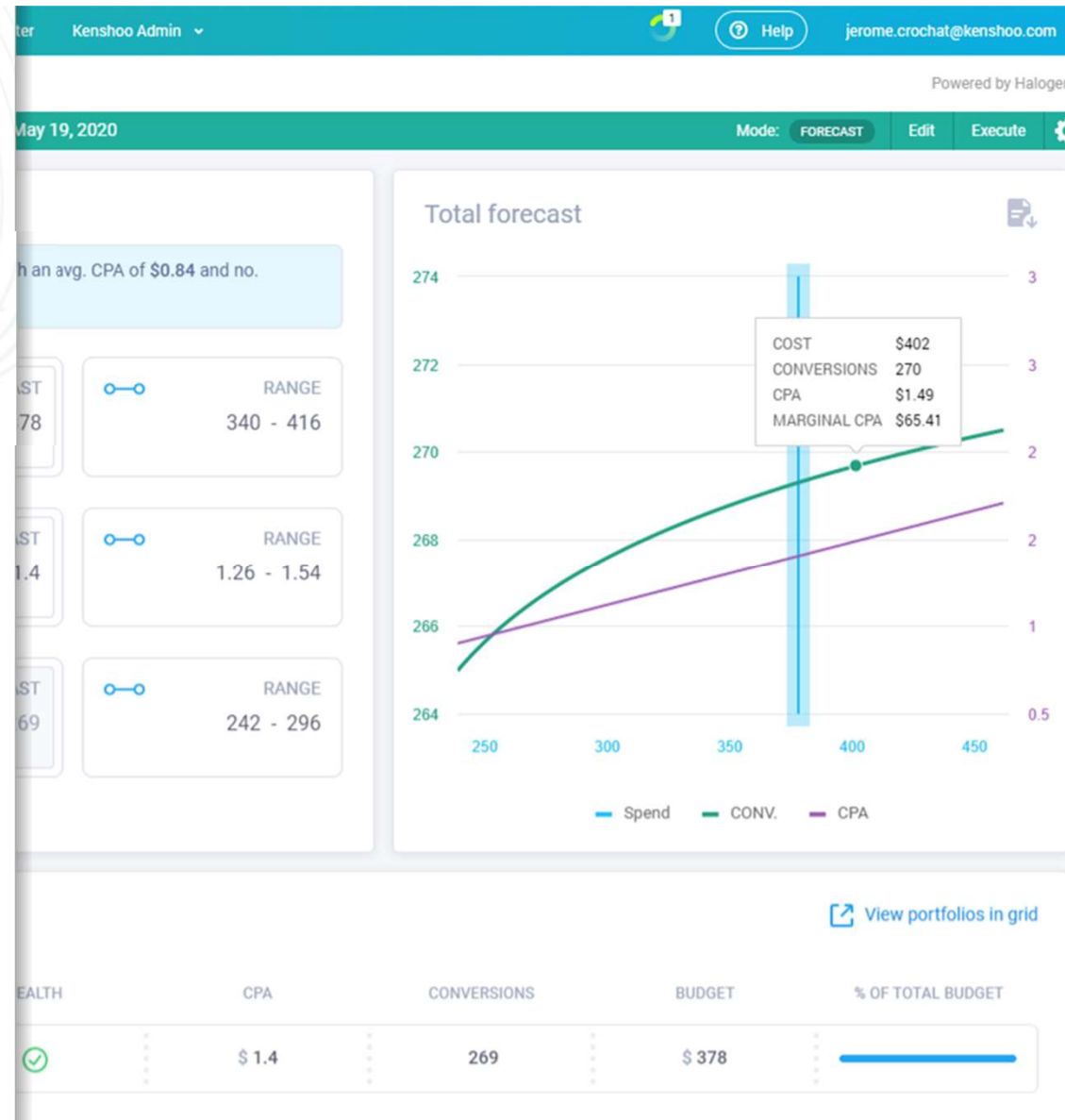


BUDGET NAVIGATOR

Plan & forecast campaign performance at scale

DETAILS

- ✓ Forecast and allocate spend across campaign types
- ✓ Automatically allocate funds where they will **drive the greatest return**
- ✓ Plan **what-if scenarios** to understand how a change in budget impacts returns
- ✓ Works across formats such as text ads, shopping, and Smart Shopping





CHALLENGE

Vodafone Turkey is in a highly competitive market and a crowded vertical that faces volatility in the search market every single day

SOLUTION

With Budget Navigator, Vodafone Turkey was able to automatically adjust to market conditions and competitor efforts by leveraging intelligent forecasting, dynamic budgeting, and continuous feedback.

↓ 49%

Cost Per Click

↓ 42%

Cost Per Conversion

↑ 8%

Conversion Rate



“

Budget navigator – combined with Smart Bidding – generates huge efficiency in terms of operations, along with effectiveness on business results.

”



CAMPAIGN MIRRORING

Save time during campaign set-up & ongoing management

DETAILS

- ✓ Copy campaigns from Google to Google or Google to Bing & keep in sync
- ✓ **Scale optimizations** across publishers
- ✓ Drive volume while saving time
- ✓ Eliminate the manual work of **maintaining multiple search programs**

Campaign destinations

Copy my Search or Content campaign settings and structure to these destinations:

>

Destination profile: Mirroring Bidding Strategies ▼

Destination account: Bing / Kenshoo [545] (Active) ▼

[Advanced rules](#) ^

SYNCED ATTRIBUTES

Keep these attributes in sync:

4 attributes selected ▼ [See all synced attributes](#)

- Campaign name
- Ad group name
- Statuses
- Budget
- Bids ?
- Bid strategy & values ?
- URL ?

[+ Add another destination](#)

kenshoo + Rakuten

CHALLENGE

The Rakuten marketing team was seeking a way to efficiently expand its client's search budgets to Bing.

SOLUTION

With Campaign Mirroring, the team was able to **replicate over 100 new campaigns** from Google to Bing in just a few clicks.

The campaigns were also kept in sync automatically, allowing the team to **continue investing time optimizing Google, which was also benefiting the growth of the client's Bing campaigns.**

↑227%

Increase in
Bing Revenue

↑18%

Increase in overall
Revenue

↑50%

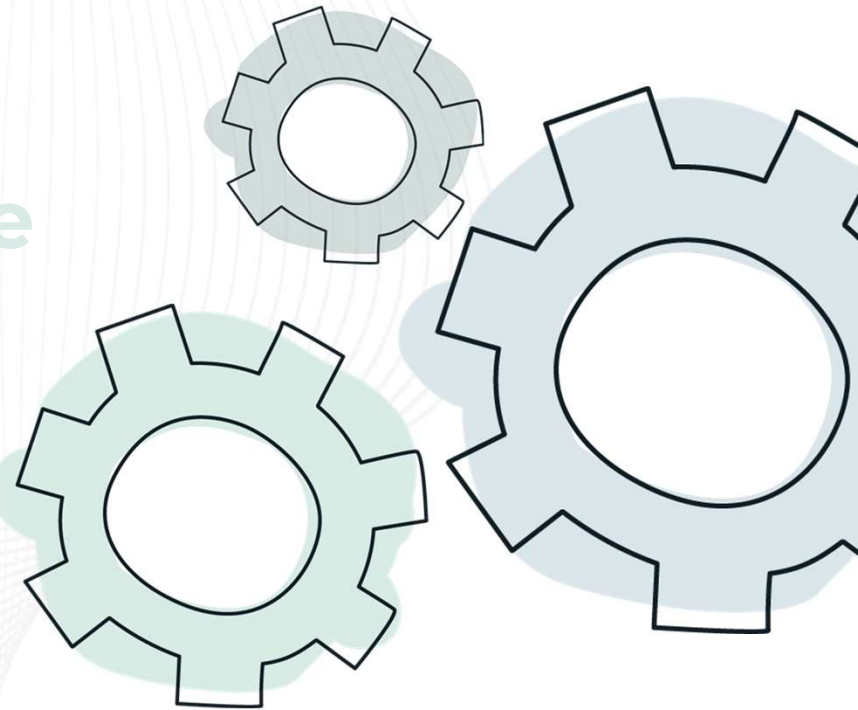
Increase in time-
savings



“Kenshoo's mirror and keep in sync campaign feature not only had a significant impact on beating revenue goals, but the time savings was critical.”

- Sarah Gyson, Sr. Director, Client Services, Rakuten Marketing

Data Intelligence
Bidding Intelligence
Measurement Intelligence



Publisher automated bidding solutions are **foundational**



Enhanced CPC

Generate conversions while keeping control of your keyword bids



Maximize Clicks

Increase site visits



Maximize Conversions

Get the most conversions within your budget



Target CPA

Achieve the most conversions within your target CPA



Target ROAS

Get more conversion value or revenue at your target ROAS



Target Impression Share*

Increase visibility

*Coming soon

The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential.



...but, Kenshoo's enhanced and automated bidding strategies are **tailored for your success**



Signal Enhancement



Custom Metrics



Target Profit

*Coming soon

The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential.





SIGNAL ENHANCEMENT

Optimize towards your
“true north”

DETAILS

- ✓ Integrate conversion data from Kenshoo into the publisher bidding algorithm
- ✓ Assign custom weightings
- ✓ Leverage data from both **online & offline sources**
- ✓ Easy setup & stable process

The screenshot displays the Kenshoo web interface. At the top, there is a navigation bar with the Kenshoo logo and menu items: Analysis, Management, Optimization, and Audiences. Below this, a breadcrumb trail shows 'ANALYSIS' > 'All Profiles' > 'Demo - Ktest'. A secondary navigation bar contains 'Portfolios', 'Campaigns', 'Ad Groups', 'Keywords', 'Ads', and 'Pro'. The main content area features a table with columns for 'Add', 'Settings', 'Actions', 'View', 'Export/Import', and 'Change history'. The 'Actions' dropdown menu is open, listing various actions such as 'Automate action', 'Signal enhancement' (highlighted with a 'New' badge), 'Automate overspend alert', 'Set status', 'Merge portfolios', 'Reset portfolio models', 'Daily projection', 'Override policy', 'Intraday bidding', and 'Run Health Check'. A sub-menu for 'Signal enhancement' is also visible, containing options: 'Sync to publisher', 'Stop syncing', 'Sync historical data', and 'Download error report'. The table below the menu shows a row for 'Demo - Ktest' with columns for 'PORTFOLIO NAME', 'PORTFOLIO HEALTH', and 'INTRADAY BIDDING'.

kenshoo + tinuiti

“ After years of tracking issues with a client, I was very excited to learn about Signal Enhancement. We manage a very unique and complicated account and I was worried about how daunting the task at hand appeared, but the Kenshoo team made it very easy to implement and set up Signal Enhancement. Once we were up and running we saw the impact immediately, with **conversions increasing 50% in the first week and CPA improving in the process.** ”

Travis Jones
Senior Search Specialist
Tinuiti





CUSTOM METRICS

Optimize towards your business performance not media proxies

DETAILS

- ✓ Utilize **data in Kenshoo to inform publisher bidding**
- ✓ Adjust optimization targets in Google based on the data in Kenshoo
- ✓ Create a combined metric with **multiple KPIs**
- ✓ Does not require data sharing between Kenshoo & Google

The screenshot displays the Kenshoo interface for setting up a campaign. The top navigation bar shows four steps: Campaigns (checked), Goal (active, indicated by a '2'), Constraints (checked), and Summary & schedule (checked).

Campaigns: 7 Search campaigns are included in this portfolio.

Goal: What's your main goal for this portfolio?

Drive custom goal LTV Revenue	Drive awareness	Drive traffic	Drive action
LTV Revenue	Position	Clicks (CPC)	Conversions (CPA)
			Revenue (ROI)

Constraints: [Constraint: Maximum portfolio CPT of \\$ 250](#)

Summary & schedule: Daily performance projection: Cost \$11,306 | CPT \$250 | LTV Revenue 45.2 | Portfolio status: On

Buttons: Next, Cancel

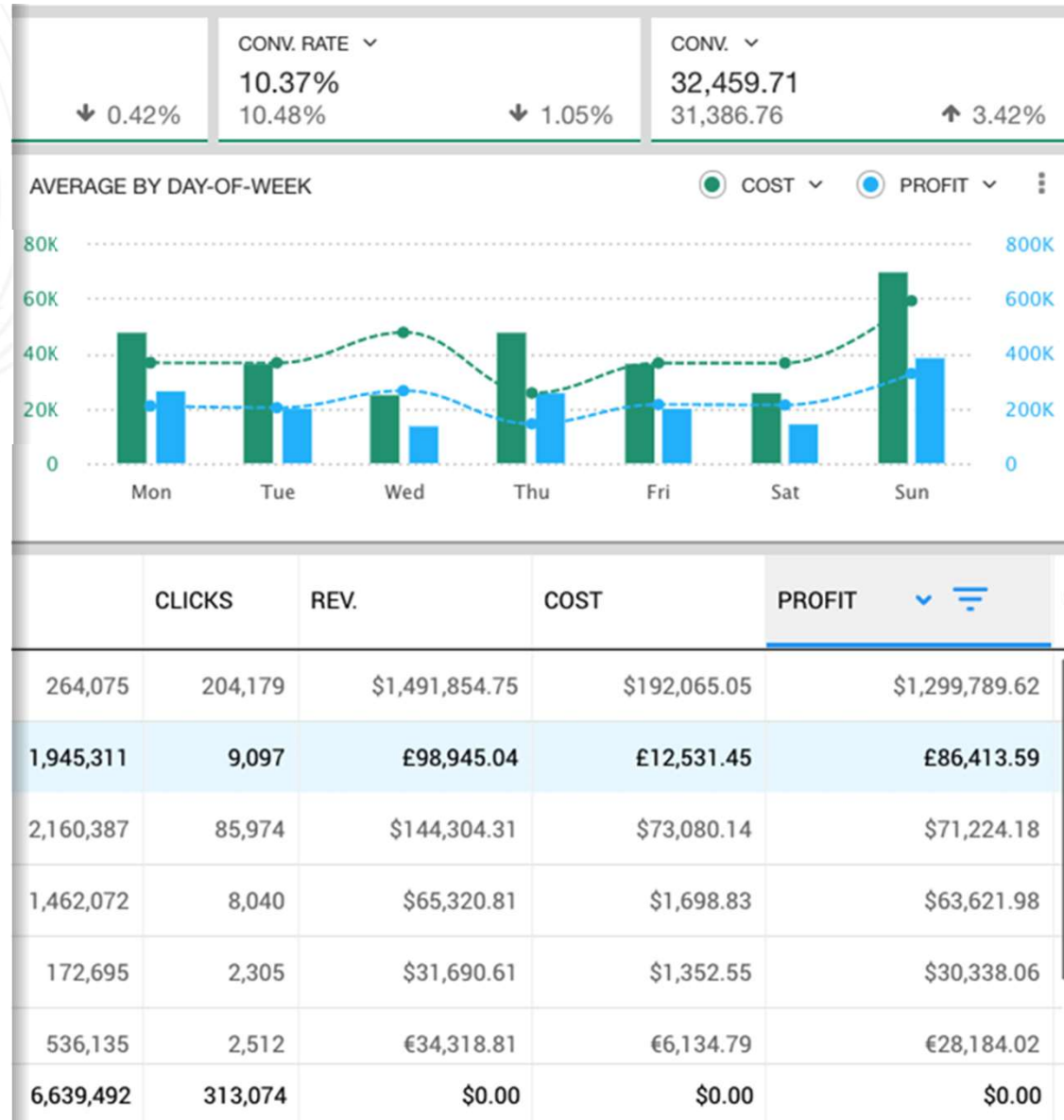


TARGET PROFIT

Ensure you hit your bottom line

DETAILS

- ✓ Maximize the difference between revenue and cost
- ✓ Dynamically adjust publisher bidding targets to **maximize profit**
- ✓ Can be utilized even if revenue data does not live in Google Ads



Data Intelligence
Bidding Intelligence
Measurement Intelligence



Understand your performance and refine your optimization strategy



Budget Navigator



Experiments



Bidding Intelligence Smart Tags



Impact Navigator



Auditing

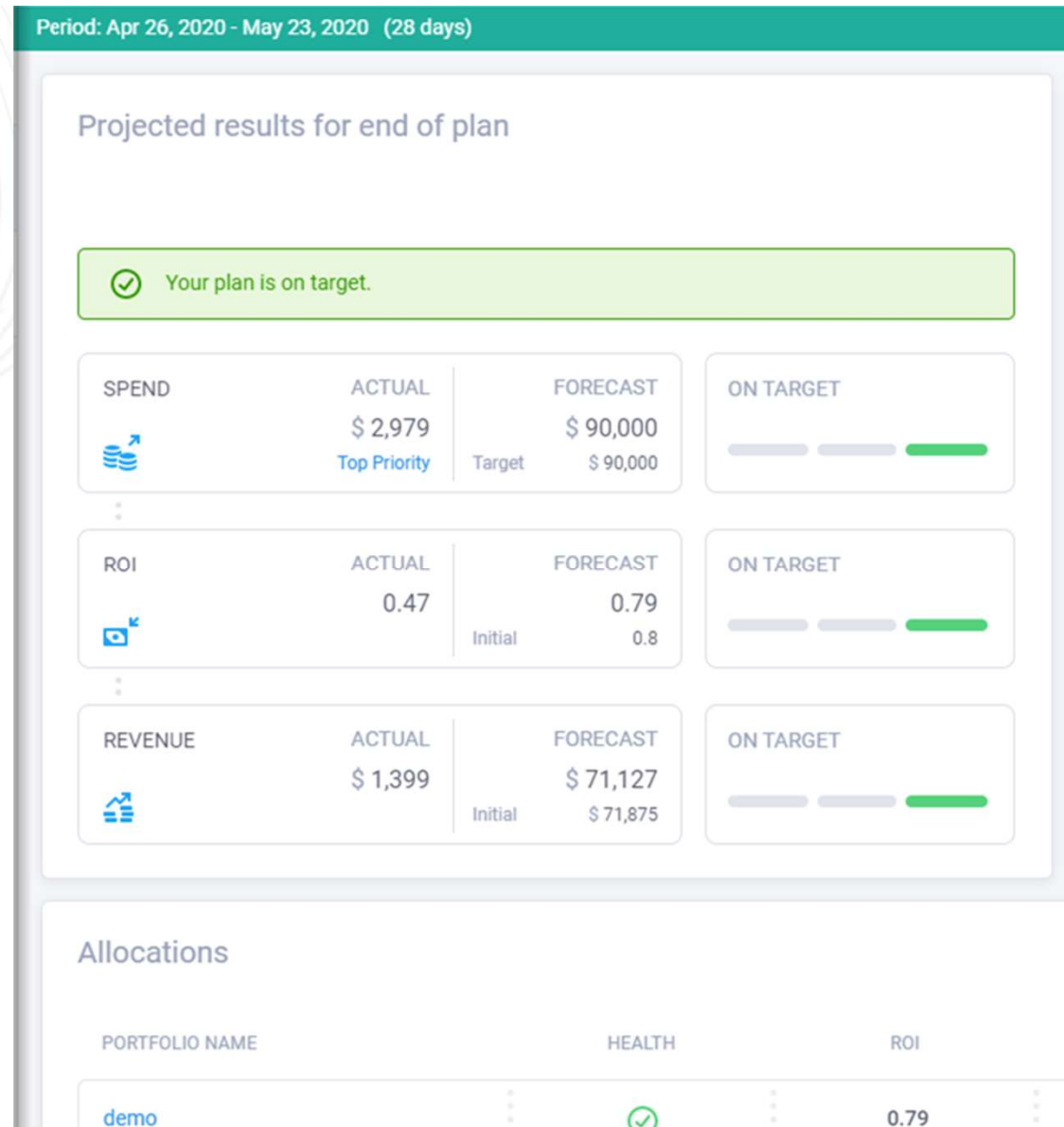


BUDGET NAVIGATOR

Scale investments and eliminate tedious budget management tasks

DETAILS

- ✓ Compare actual performance to initial forecast
- ✓ Replan based on changing market conditions
- ✓ **Adjust daily pacing;** heavy up on key dates like promotions and holidays



kenshoo + kaspersky

CHALLENGE

Improve efficiencies and increase ROAS by at least 10% YOY across top-tier markets.

SOLUTION

Budget Navigator allowed Kaspersky to improve performance by forecasting the necessary budget to meet revenue goals at the start of each quarter. **Budget Navigator optimized towards a blended goal and kept track of how the budget was pacing so that the team could stay alert to any changing market needs.**

↑ 5%

Revenue
Growth YOY

↑ 14%

ROAS
Improvement YOY



“

Kenshoo's Budget Navigator allowed us to optimize spend efficiency at a scale nowhere near our previous ability.

- Diogo Valente, Senior Biddable Media Manager, Kaspersky

”

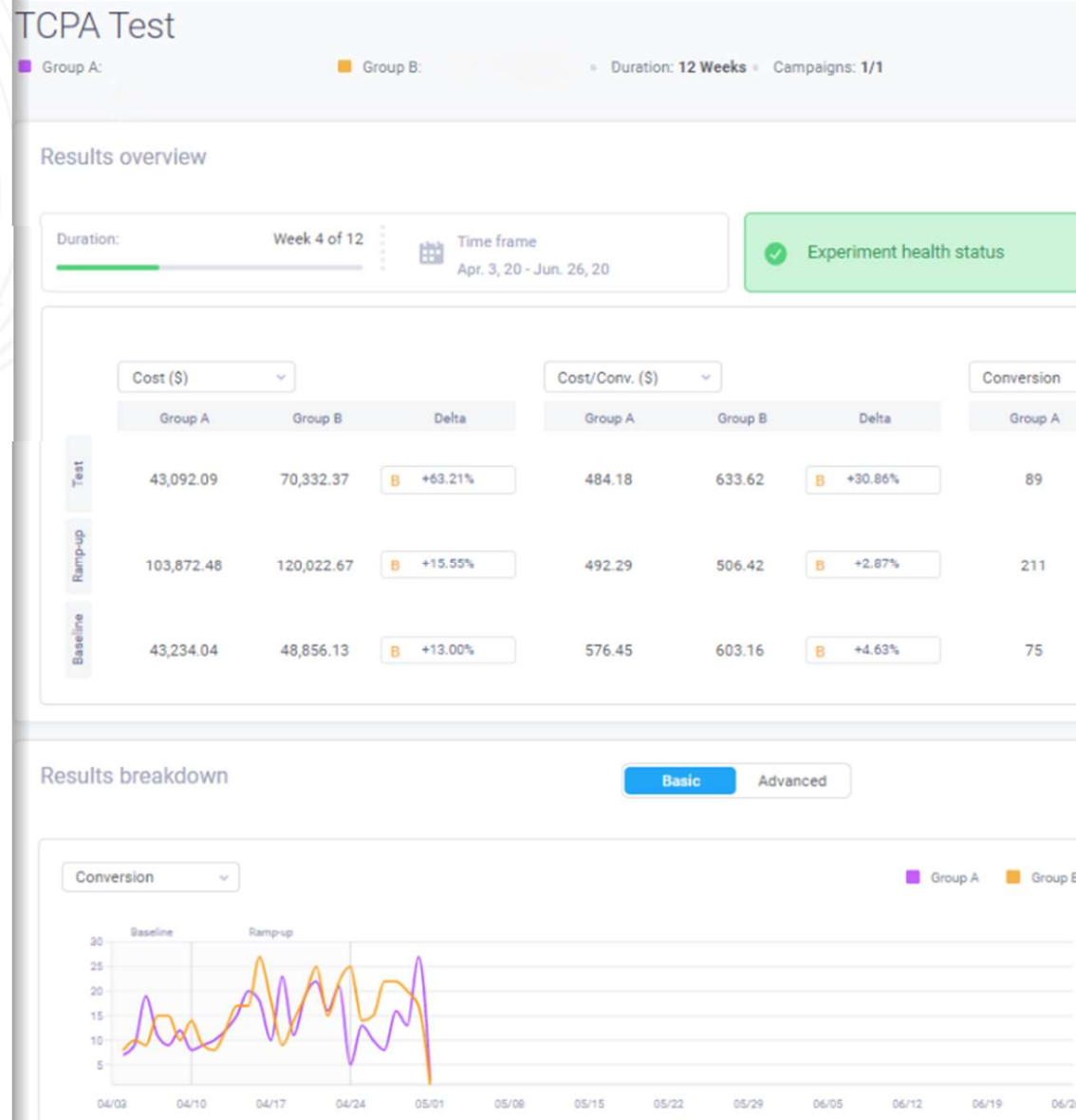


EXPERIMENTS

Test and learn at scale!

DETAILS

- ✓ Build, manage and monitor A/B tests
- ✓ Make **data-driven decisions** through testing and learning
- ✓ View **actionable results** daily within rich, visual reporting
- ✓ Compare results between test and control for **any KPI** in Kenshoo



kenshoo +  ovativegroup

“*Kenshoo Experiments has helped me efficiently monitor performance throughout tests. The dashboard is informative and easy to use, ensuring I can monitor the health of my experiment while it's running, not just analyze the results.*”

Alex King

Paid Search Analyst,
Ovative Group



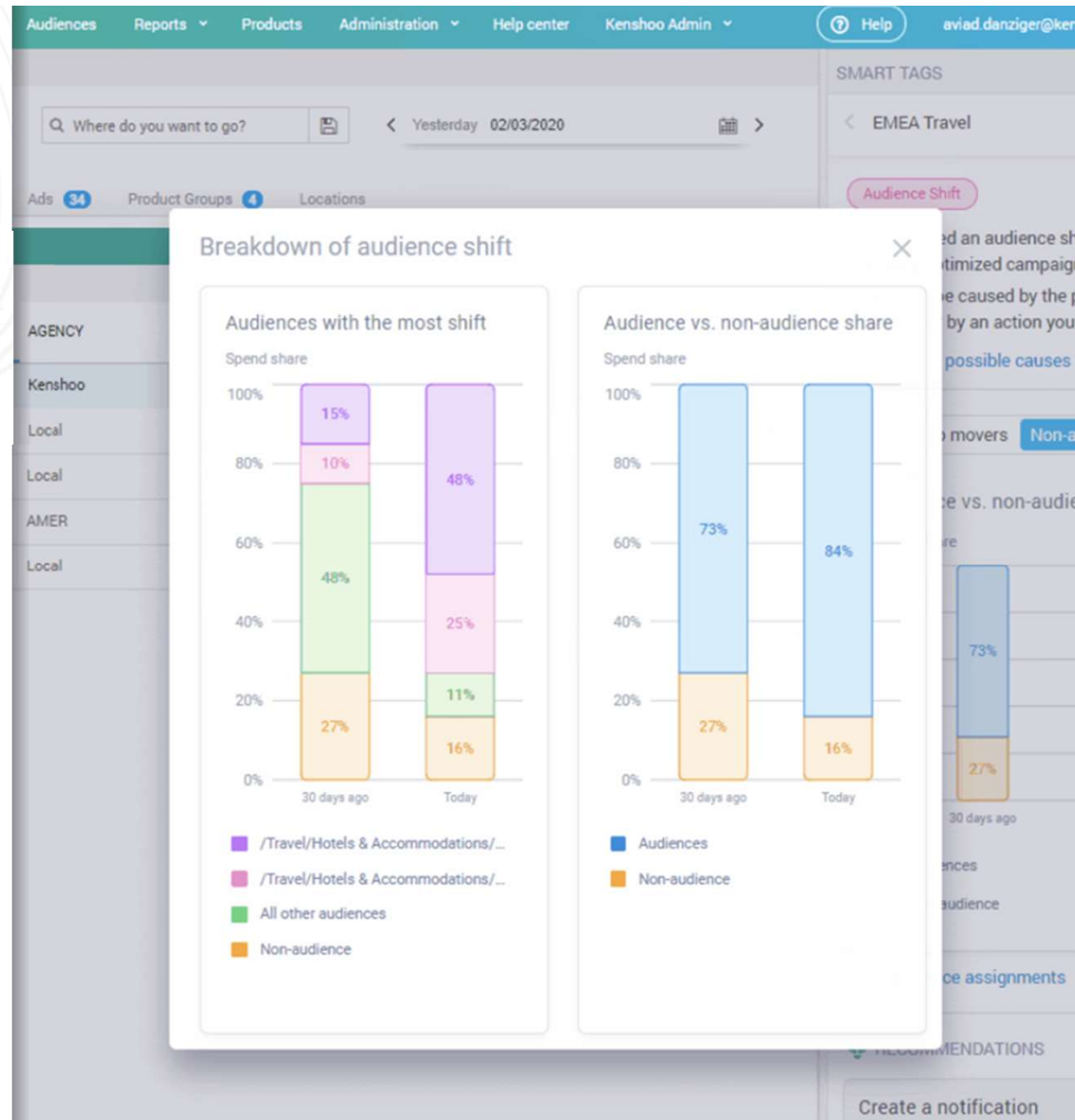


BIDDING INTELLIGENCE SMART TAG

See inside the black box and take action.

DETAILS

- ✓ Uncover shifts in **device distribution** and in **audience spend share** that occur during publisher bidding
- ✓ Confidently make optimizations based on insights





IMPACT NAVIGATOR

Get the most out of your advertising budget

DETAILS

- ✓ **Gain valuable cross-channel insights** from incrementality testing
- ✓ Calibrate and scale continuously through always-on technology
- ✓ **Get results that you can react on quickly** with 80% faster testing
- ✓ Stop anytime through the ability to customize measurement times

The screenshot shows the 'New test' interface in the Kenshoo Impact Navigator. The header includes the Kenshoo logo, a back arrow, 'New test', a 'Help' button, and the email 'demo3@incrementality.com'. The main heading is 'What would you like to test?'. Below this is a grid of 12 test options, each with a platform logo, a title, a description, and a 'Select' button.

Platform	Test Title	Description
Google	Brand keywords vs. organic	Measure the lift of paid brand keyword campaign over your organic revenue.
Google	SEM vs. SEO cannibalization	Measure the lift of all your paid search campaigns (SEM) over organic and unattributed conversions (SEO).
Facebook	Social cross-channel impact on Search	Find out whether social activity leads to conversions from search.
YouTube	YouTube impact on TV ads	Measure YouTube's contribution to the performance of your TV campaigns.
Amazon	Amazon	Measure the impact of Google or Facebook ads on your Amazon sales.
Desktop vs. mobile	Desktop vs. mobile analysis	Measure the impact of your mobile traffic on your KPIs.
Facebook	Facebook DPA	Measure the impact of Facebook Dynamic Product Ads on your bottom line.
Instagram	Instagram	Measure the impact of Instagram campaigns on your bottom line.
Facebook	Video ads	
Google	Google Shopping sweet spot	
Shopping	Impact of digital ads on in-store sales	
Facebook	Social spend saturation	

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kenshoo + Tech Client

CHALLENGE

B2B Tech client wanted to decide if investing in video advertising was an effective strategy as they had challenges showing it had any incremental value to their business.

SOLUTION

Running a 4 market test with a synthetic control of 49 other markets, **Kenshoo was able to show that YouTube could drive significant incremental unique visitors to the client's site.**



“ This was the first time that we were able to show that tactics other than search could drive incremental value. And this opens up the possibility that we should take another look at other branding channels like social and display. ”

kenshoo + privalia

CHALLENGE

Privalia was interested in investing in new display channels, but had no assurance that this strategy would make an impact.

SOLUTION

Using Impact Navigator, Privalia performed an incrementality test to measure the value of additional display budgets as part of the current media mix.

RESULT

It turned out that new display channels had no significant brand lift. **Now, Privalia's marketing teams are allocating display budgets to support more effective channels** and they have more confidence in their audience strategies.



“With Kenshoo Impact Navigator we can measure the real impact in the marketplace before starting significant investment, and focus on where there's really incrementality.”

- Marina Casas, Advertising Specialist, Privalia

The foll



CHALLENGE

Following a lengthy and disruptive onboarding period with its incumbent search technology back in 2012, Empower was hesitant to start anew with Kenshoo for fear of an equally painful process.

SOLUTION

Kenshoo's team of onboarding experts were on hand from day one to make the process pain-free.

OUTCOME

Both phases of the onboarding process were handled in under four weeks.



“We appreciate all you did to make this implementation as pain free as possible. You made our fear of transitioning a non-issue and we greatly appreciated your team walking us through the process step by step with the on-boarding doc. Thanks for providing BEST IN CLASS SERVICE!”
- Connie Ross, Search Team Lead - Empower

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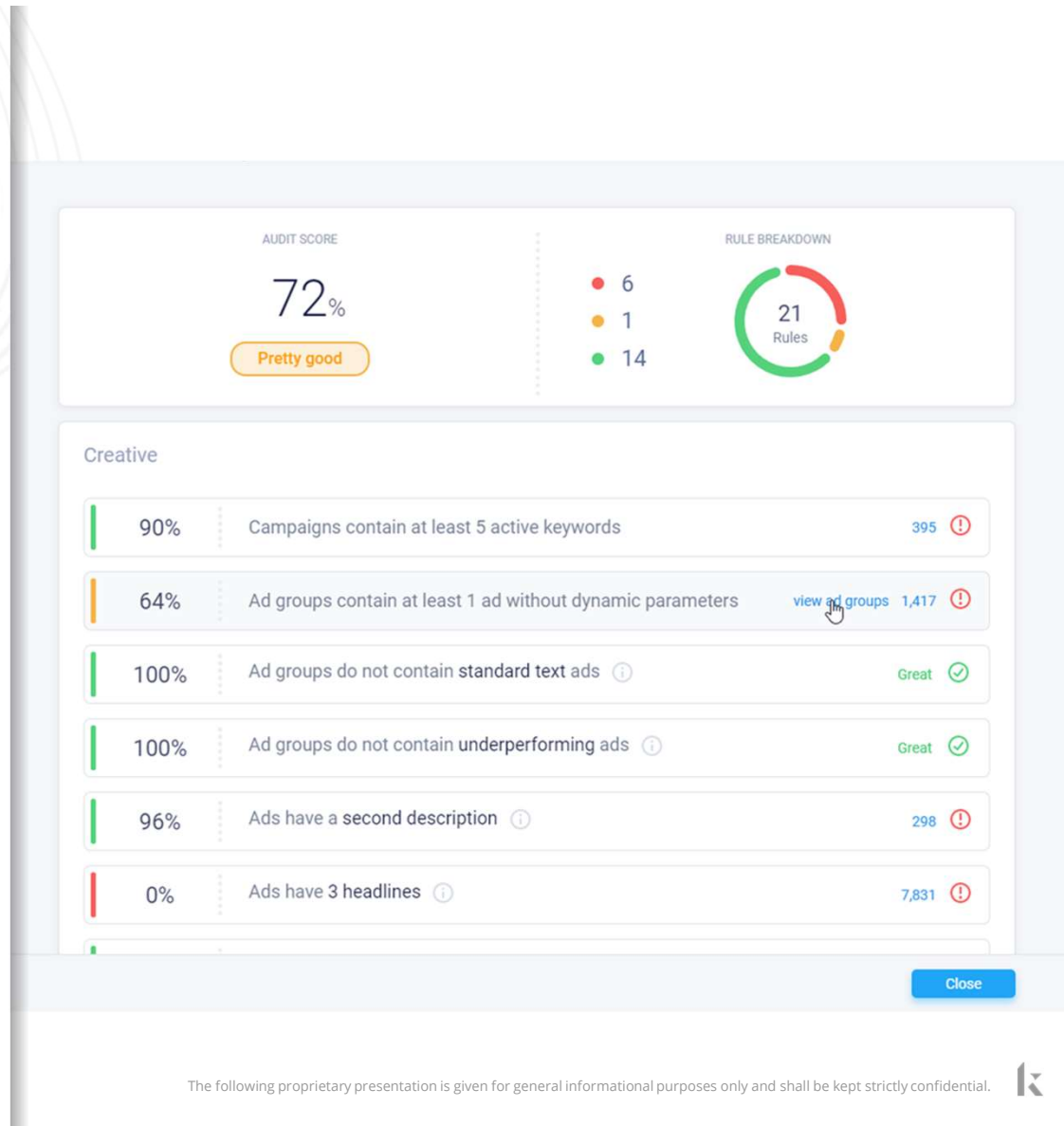


AUDITING

Your program insurance policy

DETAILS

- ✓ Monitor campaigns **for common issues**
- ✓ Customize audits to ensure they're tailored for your business needs
- ✓ Save time and **eliminate the risk of human error** through automation
- ✓ **Receive alerts the instant something goes wrong**





Fueling the world's largest brands and agencies with optimization intelligence that **achieves results.**

35%

Decrease in CPA



50%

Increase in Sales

GUSTO

227%

Increase in YoY Bing Value

Rakuten



“Kenshoo truly serves as our “one-stop-shop” for all learnings and optimizations. We knew it would be a time-saver, but were thrilled with the immediate impact on performance too.”

- Mark McCullen, Paid Search Manager



The **total advantage** of Total Search Intelligence



Independent Platform

- ✓ Strategic partnerships
- ✓ No media bias
- ✓ First-to-market
- ✓ Beyond the bid
- ✓ Price competitive
- ✓ Fully modular





Our Mission

Totally Intelligent Marketing

Kenshoo empowers businesses with

data they can trust,

insights they can use and

impact they can measure.



**Thank
you**

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kenshoo