

## **Havas Media (Ecselis) and Kenshoo Renew Partnership Across 42 Markets Worldwide to Continue Driving Optimal Search Marketing Performance**

*Kenshoo technology supports Havas Media campaigns for brands such as AXA PPP Healthcare, National Express, Oppenheimer Funds, P&O Ferries, and Volvo delivering return on ad spend improvements as high as 90 per cent*

**London (26th June, 2013)** – Havas Media ([www.havasmedia.com](http://www.havasmedia.com)), one of the world's largest interactive advertising and communications groups, has renewed its global partnership with digital marketing technology company, [Kenshoo \(www.kenshoo.com\)](http://www.kenshoo.com). The agency group has committed to continue using the [Kenshoo Enterprise](#) paid search marketing platform to manage client campaigns in 42 markets, including the US, UK, Germany and France.

Havas Media has been successfully using Kenshoo Enterprise since 2010 to support innovative programs for brands such as AXA PPP Healthcare, National Express, Oppenheimer Funds, P&O Ferries and Volvo. The renewed partnership demonstrates its confidence and trust in the adaptive technology, proven algorithms, and unmatched scale provided by Kenshoo.

"With the help of Kenshoo's advanced platform and powerful bidding algorithms we are able to deliver truly outstanding campaign performance, maximising return on investment for our clients. We're also able to improve the productivity of our search teams with Kenshoo's flexible campaign management tools and global client service support," said Alan Boughen, global search director at Havas Media.

Havas Media utilised Kenshoo Enterprise to achieve these impressive results on a non-branded keyword portfolio for a large retail client:

- Improved return on ad spend (ROAS) by 90 per cent
- Conversion volumes increased by 93 per cent
- Cost-per-acquisition (CPA) reduced by 42 per cent
- Cost-per-click (CPC) reduced by 37 per cent

Because Kenshoo integrates with Havas Media's own Artemis™ global data management platform, the agency's teams are able to drive cross-channel business intelligence and attribution analysis to enhance understanding of clients' campaigns.

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**About Havas Media Group**

[Havas Media Group](#) gathers together the global media expertise of Havas, one of the leading global communications and marketing groups.

It consists of two media brands, Havas Media and Arena, as well as Havas Sports & Entertainment, the industry's largest brand engagement network.

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“We recognise that pay-per-click needs to be managed as part of an integrated channel strategy, which is why our media team includes integrated search specialists that apply innovative off- and onsite optimisation best practices. Kenshoo’s integration with Artemis helps deepen our understanding of how paid search interacts alongside other channels,” added Boughen.

Havas Media also takes advantage of the [Kenshoo Enterprise Certification Program](#) to ensure its staff is fully trained on how to get the most out of the features within Kenshoo Enterprise.

Will Martin-Gill, general manager for Kenshoo Search, added: “The fact that a global digital leader like Havas Media is continuing its commitment to Kenshoo underlines the leadership position of our technology in a highly competitive market.”

“We love hearing examples from Kenshoo partners such as Havas Media that demonstrate how Kenshoo is helping them realise impressive returns for clients,” continued Martin-Gill. “The experts at Havas Media inspire us to continue innovating and deliver infinite optimization across the ever-changing digital marketing landscape.”

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## About Havas Media

Havas Media is the main media brand of Havas Media Group and operates in 126 countries.

Our mission is to unite brands and people through meaningful connections and drive business success. We service clients through a portfolio of specialist teams that span media, strategy, international management, digital, mobile, social media, experiential, entertainment and sport. Our simplified and integrated structure has allowed us to build one of the most integrated, agile and responsive global teams in the industry.

Further information can be found at [www.havasmmedia.com](http://www.havasmmedia.com) or follow us on Twitter @HavasMedia.

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## About Kenshoo

Kenshoo is a [digital marketing technology](#) company that engineers premium solutions for search marketing, social media and online advertising. Brands, agencies and developers use Kenshoo Enterprise, Kenshoo Social, Kenshoo Local and Kenshoo SmartPath to direct more than £16 billion in annual client sales revenue. The Kenshoo platform delivers Infinite Optimization™ through closed-loop targeting, universal integration, and dynamic attribution. Kenshoo's adaptive technology, proven algorithms, and unmatched scale power campaigns in more than 190 countries for nearly half of the Fortune 50 and all 10 top global ad agency networks. Kenshoo’s UK clients include Accor, Burberry, GroupM, Havas, John Lewis, Omnicom and Tesco. Kenshoo has 16 international locations and is backed by Sequoia Capital, Arts Alliance and Tenaya Capital.

Please visit [www.Kenshoo.com](http://www.Kenshoo.com) for more information.

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