



WSI Advances Search Engine Marketing for Loyola University with Kenshoo

June 12, 2012

SAN FRANCISCO, June 12, 2012 /PRNewswire via COMTEX/ -- Two months after migrating Loyola University's search engine marketing program to Kenshoo (<http://www.Kenshoo.com>), a global leader in digital marketing software, WSI Digital Marketing (<http://www.wsiexpertinternetmarketing.com>) has increased Loyola's leads from search engine marketing by 413 percent while reducing cost per lead (CPL) by 36 percent.

WSI worked with Loyola to restructure all search marketing campaigns, using Kenshoo Editor and the Kenshoo Keyword Tool to add thousands of new keywords. After expanding the keyword portfolio, WSI implemented Kenshoo's cost-per-action (CPA) based bid policies. These bid policies enable the Kenshoo Enterprise algorithm to determine the optimal bid for each individual keyword to meet the set goal. WSI first tested Kenshoo's CPA-based bid policies on a high volume campaign and then expanded them to other campaigns.

"With the deep PPC experience that WSI's Dave Levy and Tom Kuthy bring to the table, combined with the scale and efficiency that Kenshoo enables, we now have the winning combination for long-term growth," said Nicole O'Connell, director of enrollment marketing at Loyola University Chicago, "We plan to vastly expand our PPC program during the next fiscal year, and we would never have been able to do that without the performance delivered by WSI and Kenshoo."

Loyola partnered with WSI primarily to reduce the CPL from search engine marketing. The extensive boost in lead volume provided an additional benefit for the university, which uses search engine marketing to promote its undergraduate and graduate programs.

"Each educational track has its own set of metrics, and leads can convert through form completions, open house registrations or campus visits," said Dave Levy, Partner, Digital Marketing Consultant at WSI Digital Marketing. "Kenshoo Enterprise supports a wide range of campaigns and goals, and its automated bid algorithms keep Loyola's keyword portfolio optimized for efficiency."

These bid policies are based on sophisticated models that enable the Kenshoo Enterprise algorithm to determine the optimal bid for each individual keyword to meet the set goal. WSI first tested Kenshoo's CPA-based bid policies on a high volume campaign and then expanded the policies to other campaigns based on performance.

"Kenshoo's advanced algorithms and automation provide the tools to succeed, but campaigns need knowledgeable experts controlling the software to be successful," said William Martin-Gill, general manager, Kenshoo Enterprise. "WSI prioritized Kenshoo's features, and they improved results more than three-fold for Loyola while reducing costs in just two months' time. That's an impressive path to profitability."