



Skai (Kenshoo) Budget Navigator for ROAS

- 1) Generate 90-day average ROI numbers for both of the following campaign types:
 - a. Brand
 - b. Nonbrand
- 2) Filter in Skai for only Brand campaigns, then create 2 portfolios; one portfolio below average ROI, one portfolio equal to or above average ROI. Naming convention:
 - a. The Body Shop – Brand – ROI < 9.30
 - b. The Body Shop – Brand – ROI >= 9.30
- 3) Filter for Nonbrand and build the other 2 portfolios. If you have automatic campaigns that blend brand & nonbrand, create a separate portfolio for all auto (any ROI)
 - a. The Body Shop – Brand – ROI < 9.30
 - b. The Body Shop – Brand – ROI >= 9.30
 - c. The Body Shop – Nonbrand – ROI < 3.72
 - d. The Body Shop – Nonbrand – ROI >= 3.72
 - e. The Body Shop – Auto

<input type="checkbox"/> TYPE	PORTRFOLIO NAME		INTRADAY BIDDING	CYCLE	BID POLICY		POLICY LAST ...
<input type="checkbox"/> sk	TBS - Auto Campaigns			Monthly	Bid to ROI		07/27/2021
<input type="checkbox"/> sk	TBS - Brand - ROAS < 9.30			Monthly	Bid to ROI		07/27/2021
<input type="checkbox"/> sk	TBS - Brand - ROAS >= 9.30			Monthly	Bid to ROI		07/27/2021
<input type="checkbox"/> sk	TBS - NB - ROAS < 3.72			Monthly	Bid to ROI		07/27/2021
<input type="checkbox"/> sk	TBS - NB - ROAS >= 3.72			Monthly	Bid to ROI		07/27/2021

4) Check the box next to the portfolio you want to automate, then click the “Settings button”

Saved filters							Profile Name: The Body Shop - AMZN	Bid Policy select from list Bid to ROI	+
Type	Portfolio Name	Intraday Bidding	Cycle		Bid Policy	Policy Last ...			
<input checked="" type="checkbox"/> sk	TBS - Auto Campaigns	⌚	Monthly		Bid to ROI	07/27/2021			
<input type="checkbox"/> sk	TBS - Brand - ROAS <9.30	⌚	Monthly		Bid to ROI	07/27/2021			
<input type="checkbox"/> sk	TBS - Brand - ROAS >=9.30	⌚	Monthly		Bid to ROI	07/27/2021			
<input type="checkbox"/> sk	TBS - NB - ROAS < 3.72	⌚	Monthly		Bid to ROI	07/27/2021			
<input type="checkbox"/> sk	TBS - NB - ROAS >= 3.72	⌚	Monthly		Bid to ROI	07/27/2021			
<input type="checkbox"/> sk	Test	⌚	Monthly		Bid to ROI				

5) On the right-hand side, click “Edit policy & constraints.” under the section, “Bid policy optimization”

BID POLICY	POLICY LAST ...	POLICY LAST...	POLICY LAST...	POLICY SCH...	POLICY LAST...	IMP.	CL
Bid to ROI	07/27/2021	158	Success	On (Budget N...	Succeeded	693,507	
Bid to ROI	07/27/2021	3,128	Success	On (Budget N...	Succeeded	624,324	
Bid to ROI	07/27/2021	994	Success	On (Budget N...	Succeeded	1,210,429	
Bid to ROI	07/27/2021	2,361	Success	On (Budget N...	Succeeded	580,932	
Bid to ROI	07/27/2021	824	Success	On (Budget N...	Succeeded	500,863	
No bid policy						0	

PORTFOLIO SETTINGS

TBS - SB - Brand - Bath & Body - Port...

Campaigns & publishers

No campaigns selected

Edit campaigns

Bid policy optimization

No bid policy selected

Edit policy & constraints

Active settings

No active settings

Edit settings

6) From the “New Portfolio” screen, double-check that you have the correct campaigns selected (these should be your ROI breakouts). Click the “Next” button when verified

Campaigns

Which campaigns would you like to include in this portfolio?

Your portfolio name: TBS - NB - ROAS >=3.74

Campaigns type: Amazon, auto/manual CPC

Available campaigns

36 campaigns selected

Next Cancel

7) Choose “Revenue (ROI)” as the main goal for this portfolio

Campaigns

4 campaigns are included in this portfolio

Goal

What's your main goal for this portfolio?

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

Next Cancel

8) You will need to choose an ROI goal for these portfolios. To start, use your average for brand, nonbrand and auto campaigns (in this case, 9.30 for brand, 3.72 for nonbrand)

Campaigns 36 Ecomm campaigns are included in this portfolio

Goal Drive action - Revenue

Constraints What are your constraints?

Constraint Portfolio ROI goal 3.74 7 days avg.

Daily Forecast Tool [Learn more](#)

💡 Pro tip: The value for portfolio ROI goal can be any number between 5.14 and 5.61.

Your spend goal is outside of our supported prediction range. This means we cannot make a prediction for your forecast but you can still use KPO to optimize towards this spend goal.

Estimated daily Cost | Estimated daily ROI | Estimated daily Revenue

REV ROI

2.2k	5.14
2k	5.17
1.7k	5.21
1.5k	5.25
1.2k	5.3
1k	5.36
750	5.45
500	5.56

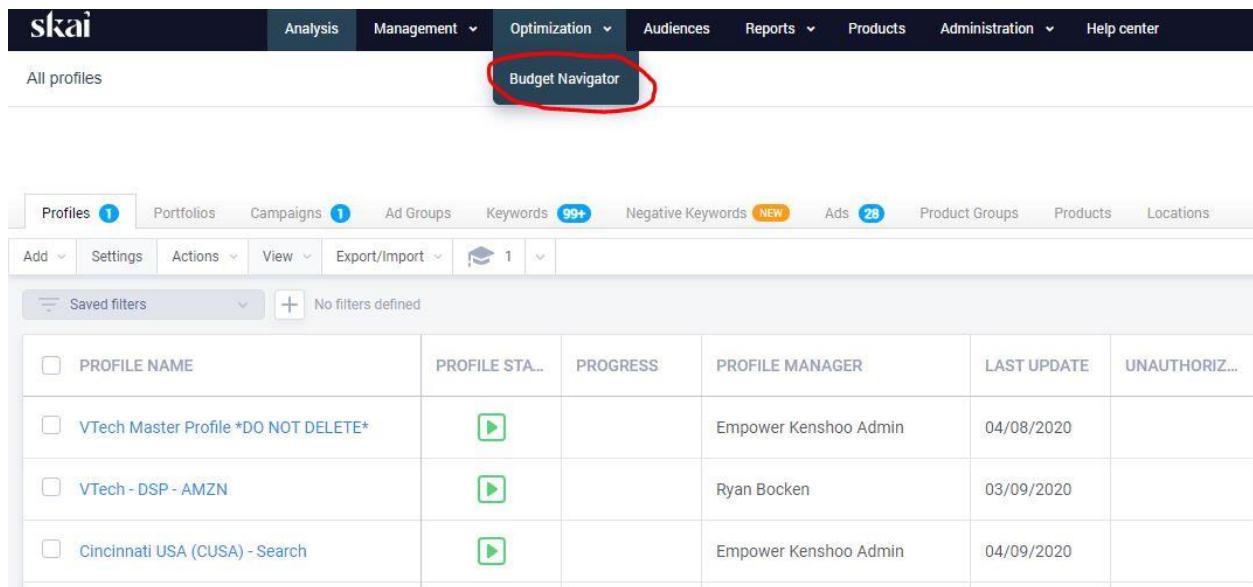
— Constraint limitation

100 150 200 250 300 350 400 COST

Next Cancel

9) Review the summary and then click the “Save and close” button

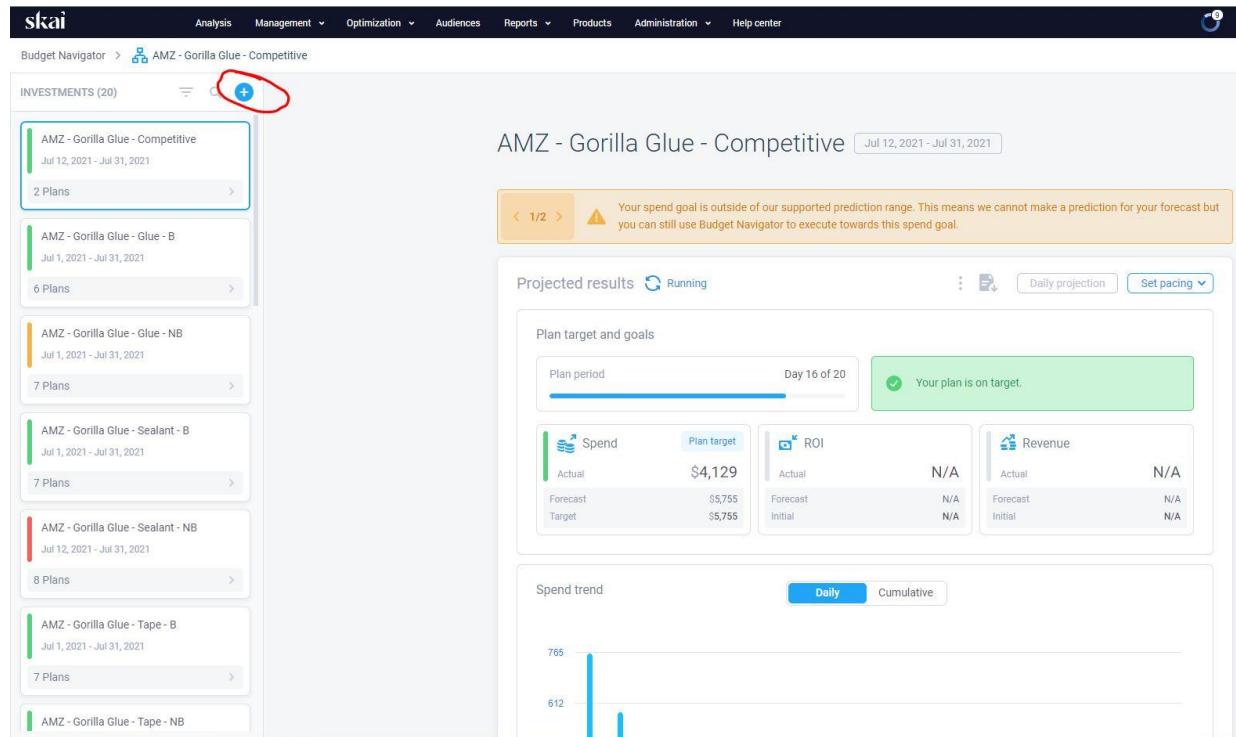
10) Go to the Budget Navigator by clicking the “Optimization” drop down in the very top, black bar and then clicking “Budget Navigator”



The screenshot shows the Skai interface. The top navigation bar includes 'Analysis', 'Management', 'Optimization' (which is the active tab, indicated by a red circle), 'Audiences', 'Reports', 'Products', 'Administration', and 'Help center'. Below the navigation bar, the 'Budget Navigator' button is also highlighted with a red circle. The main content area shows a table of profiles, with the first profile listed as 'VTech Master Profile *DO NOT DELETE*'.

PROFILE NAME	PROFILE STA...	PROGRESS	PROFILE MANAGER	LAST UPDATE	UNAUTHORIZ...
VTech Master Profile *DO NOT DELETE*	▶		Empower Kenshoo Admin	04/08/2020	
VTech - DSP - AMZN	▶		Ryan Bocken	03/09/2020	
Cincinnati USA (CUSA) - Search	▶		Empower Kenshoo Admin	04/09/2020	

11) Use the blue “+” sign to create a new investment



The screenshot shows the 'Budget Navigator' section of the Skai interface. On the left, a list of investments is shown, with the first item, 'AMZ - Gorilla Glue - Competitive', selected. A blue plus sign button is highlighted with a red circle. The main content area displays the 'AMZ - Gorilla Glue - Competitive' investment details for the period 'Jul 12, 2021 - Jul 31, 2021'. A message box states: 'Your spend goal is outside of our supported prediction range. This means we cannot make a prediction for your forecast but you can still use Budget Navigator to execute towards this spend goal.' Below this, the 'Projected results' section shows a 'Plan target and goals' table with the following data:

Plan target and goals	
Plan period	Day 16 of 20
Actual Spend	\$4,129
Forecast Target	\$5,755
Actual ROI	N/A
Forecast Initial	N/A
Actual Revenue	N/A
Forecast Initial	N/A

A green box indicates: 'Your plan is on target.'

The 'Projected results' section also includes a 'Spend trend' chart showing two data points: 765 and 612.

12)

- a. Enter the investment name, which should include your client name and the campaign type (in this case, “brand”)
- b. Enter a brief description (optional)
- c. Check the Goal Type box for “Revenue”
- d. Choose your portfolios by copying & pasting your client name into the “search portfolios” box and adding all brand campaigns to “selected portfolios”
- e. Click the “Continue planning” button when finished

Create investment

Investment name

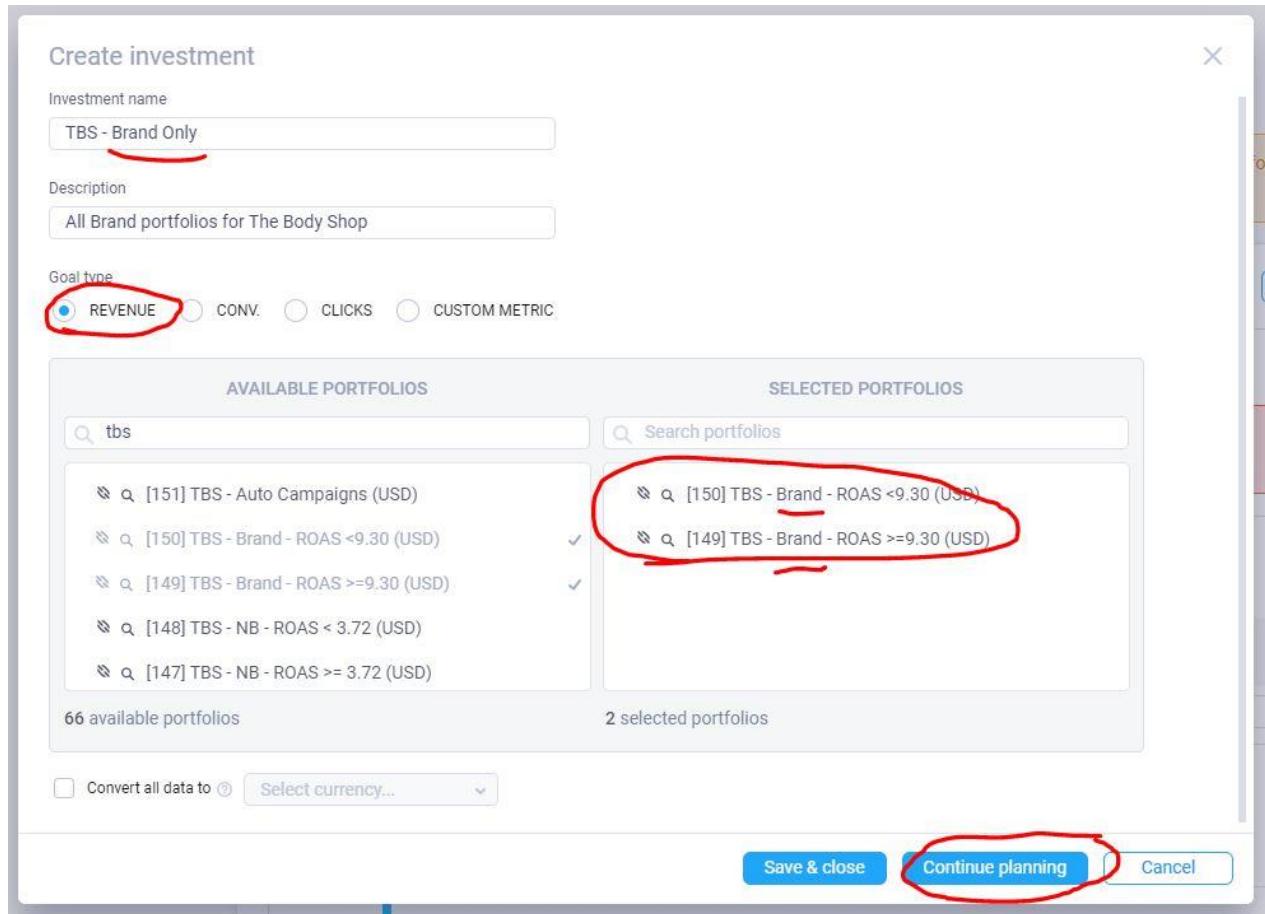
Description

Goal type
 REVENUE CONV. CLICKS CUSTOM METRIC

AVAILABLE PORTFOLIOS	SELECTED PORTFOLIOS
<input type="text" value="tbs"/>	<input type="text" value="Search portfolios"/>
<input type="checkbox"/> [151] TBS - Auto Campaigns (USD)	<input checked="" type="checkbox"/> [150] TBS - Brand - ROAS <9.30 (USD)
<input type="checkbox"/> [150] TBS - Brand - ROAS <9.30 (USD)	<input checked="" type="checkbox"/> [149] TBS - Brand - ROAS >=9.30 (USD)
<input type="checkbox"/> [149] TBS - Brand - ROAS >=9.30 (USD)	
<input type="checkbox"/> [148] TBS - NB - ROAS < 3.72 (USD)	
<input type="checkbox"/> [147] TBS - NB - ROAS >= 3.72 (USD)	

66 available portfolios 2 selected portfolios

Convert all data to



13) Create a plan for a single month at a time, add a description to the plan (if necessary) and generate the forecast

Create plan

TBS - Brand - ROAS <9.30 • Goal: Revenue • 1 portfolio

Plan period

Start date: Aug 1, 2021 End date: Aug 31, 2021 Days: 31

Description (optional): Enter description

Baseline period

Edit dates

Projected forecast

Plan target and goals

Spend ROI Revenue

Your spend in the previous period was \$7,947, with an avg. ROI of 6.84 and a revenue of \$54,319.

Spend: Target \$7,947 Forecast 6.97

ROI constraint: Forecast 6.97

Revenue: Forecast \$55,365

Total forecast

Spend ROI Revenue

7.9 7.5 7.2 6.8 6.4 6

125K 100K 75K 50K 25K 0

17K 15K 12K 9.5K 6.9K 4.4K

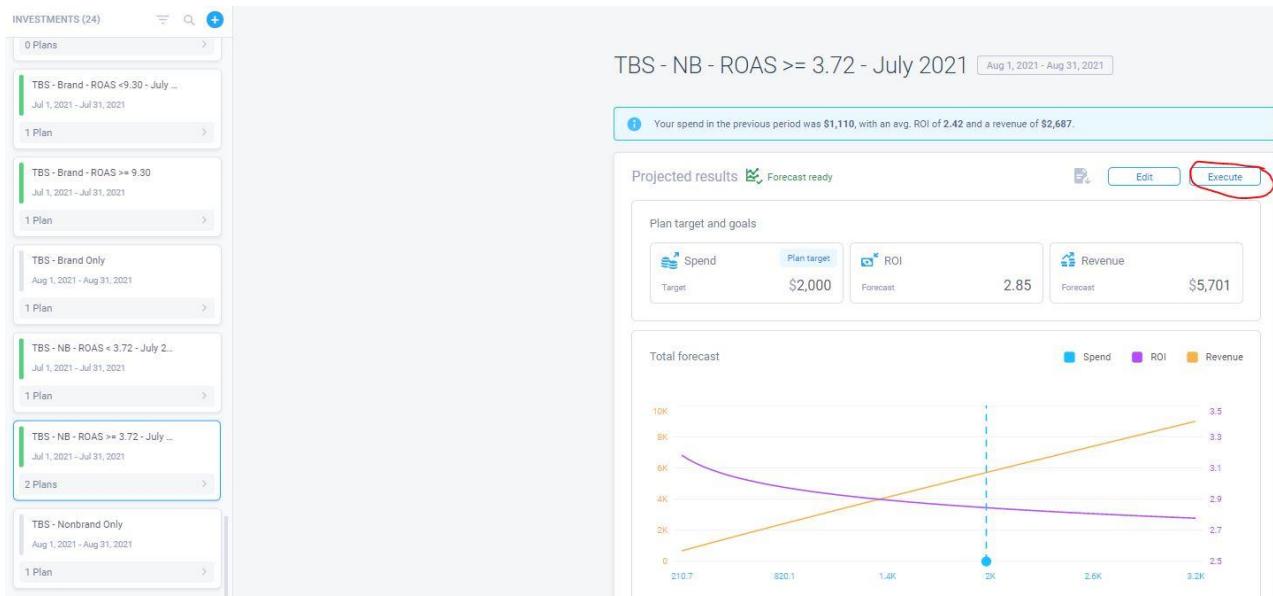
Cancel Save forecast Save & execute plan

14) Drag & drop the dotted line on the graph to generate your total budget/ROI forecast, then click, “Save forecast”

*Alternatively, you can double-click into the “Spend” target box and it will auto-populate the resulting ROI forecast

15) Allocate total budget across a brand plan, a nonbrand plan, and an “auto” (2 portfolios included each for brand & nonbrand plans, 1 portfolio included for auto plan)

16) “Execute” the forecasted plans



17) Monitor your plan weekly and adjust Campaign budgets as needed.

*The plan will “pace” by pushing & pulling bids, but you’ll want the option to manually deplete underperforming campaign budgets

18) Incrementally increase spend or ROI monthly, depending on company growth goals. You can also revisit budget allocation between auto, brand & nonbrand investments