



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	PORTFOLIO 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”

Profiles 1

Portfolios

Campaigns 1

Ad Groups

Keywords 99+

Negative Keywords NEW

Ads 28

Product Groups

Products

Add

Settings

Actions

View

Export/Import

Change history

1 selected

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”

Products Administration Help center									
kyle.kidwell@empowermm.com									
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									
Where do you want to go?									
Last 14 days 07/13/2021 - 07/26/2021									
1 - 18 of 18									
y +1 more									
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			

- 1 Campaigns

2 Goal

3 Constraints

4 Summary & schedule

Campaigns

Which campaigns would you like to include in this portfolio?

Your portfolio name

TBS - NB - ROAS >=3.74

22/250

Campaigns type

Amazon, auto/manual CPC

Available campaigns

Search campaigns...

Q

Bath Blends

Q

Blueberry Hand Sanitizer

Q

Body/Body Butter/Specific Keywords/Generic

Q

Body/Bath/Bath Tea/Bubble Bath(SPA|Generic|All|Manual|1

Q

Body/Body Butter/Shea Butter/Body Cream/Body Lotion/Body Moistur

Q

Body/Body Butter/Shea Butter/Body Cream/Body Lotion/Body Moistur

Q

Body/Body Moisturizers(SPA|Brand

Q

Body/Body Wash/Shower Gel/Body Scrub(SPA|Brand|NB|All|Manual|1

Q

Body/Body Wash/Shower Gel/Body Scrub(SPA|Generic|All|Manual|1

Q

Body/Collections/Strawberry/Mango/Pink Grape(SPA|Branded|All|Man

36 campaigns selected

Search campaigns...

Q

SB - NB - Bath & Body - Body Butter - B00RPSG6QM B01NCM8KTL B000

Q

SB - NB - Haircare - Ginger - B00M78895Q B004O3BV0M B07BKFC8HQ

Q

SBV - NB - Bath & Body - Mango - Body Yogurt - 6.98 oz - Vegan - B07BK

Q

SBV - NB - Skincare - DOY - Concentrate - 1oz - B00702GTI8

Q

SBV - NB - Skincare - DOY - Cream - 1.7oz - Vegan - B01GCJ6L4Q

Q

SBV - NB - Skincare - Tea Tree - Skin Clearing Face Wash - 13.5oz - B076

Q

SBV - NB - Skincare - Vitamin E - Face Moisture (DAY) Cream - 3.4 FL oz

Q

SBV - NB - Skincare - Vitamin E - Face Moisture (NIGHT) Cream - 1.67oz

Q

SP - NB - Bath & Body - Almond Milk & Honey Body Butter - 6.9oz - B01N

Q

SP - NB - Bath & Body - Almond Milk - Body Yogurt 6.91 oz - Vegan - B07

Next

Cancel

- ✓ Campaigns

2 Goal

3 Constraints

4 Summary & schedule

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)

- 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

3.72

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

100

150

200

250

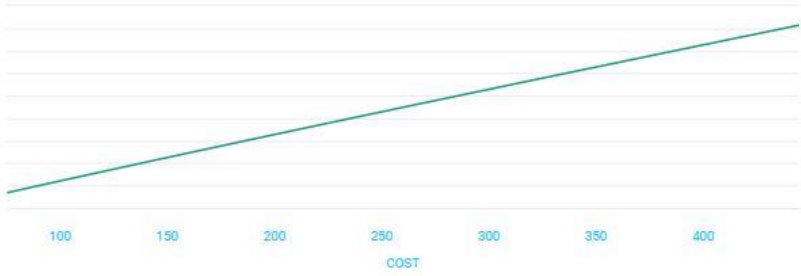
300

350

400

COST

--- Constraint limitation

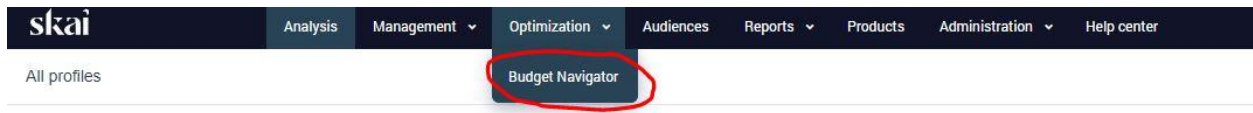


Next

Cancel

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

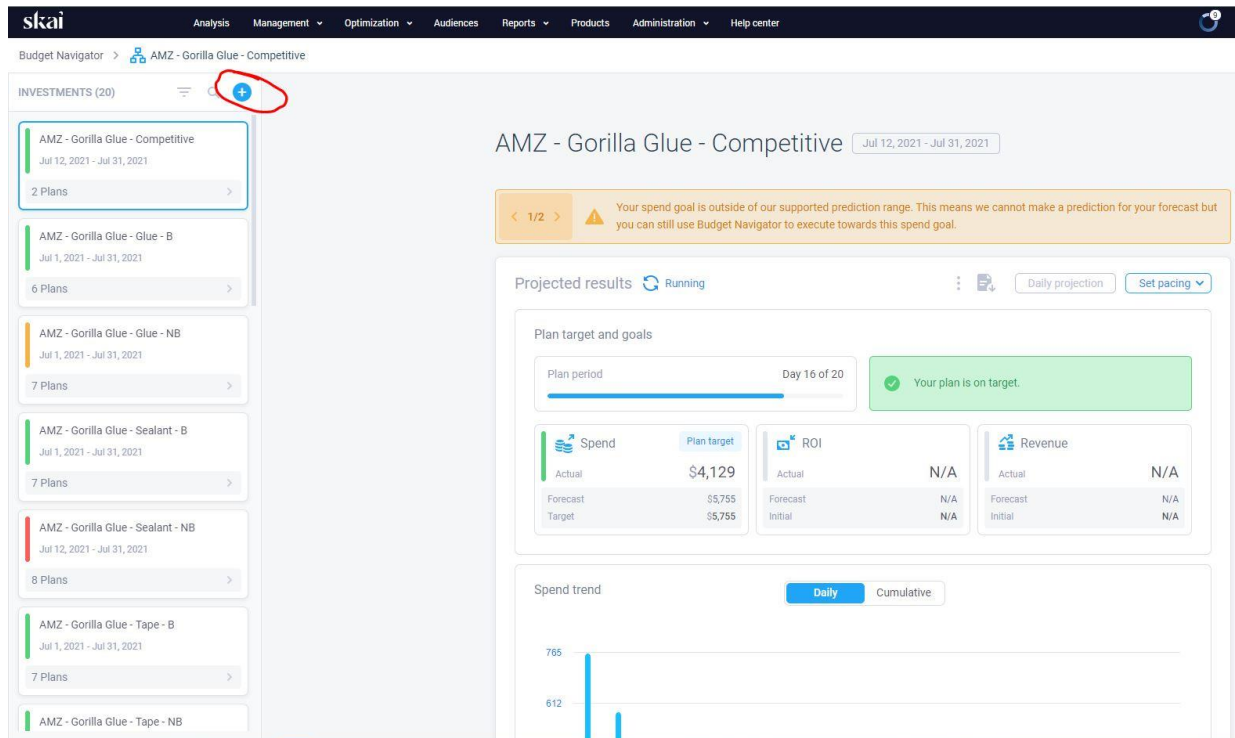
10) Go to the Budget Navigator by clicking the “Optimization” drop down in the very top, black bar and then clicking “Budget Navigator”



The screenshot shows the Skai dashboard with the top navigation bar. The 'Optimization' dropdown menu is open, and 'Budget Navigator' is highlighted. Below the navigation bar, there is a section for 'All profiles' and a table of profiles.

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

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



The screenshot shows the Skai dashboard with the Budget Navigator page for 'AMZ - Gorilla Glue - Competitive'. The blue '+' sign in the top left corner is highlighted. The page displays a list of investments on the left and a detailed view of the selected investment on the right.

AMZ - Gorilla Glue - Competitive (Jul 12, 2021 - Jul 31, 2021)

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.

Projected results Running

Plan target and goals

Plan period: Day 16 of 20

✓ Your plan is on target.

	Spend	ROI	Revenue
Actual	\$4,129	N/A	N/A
Forecast	\$5,755	N/A	N/A
Target	\$5,755	N/A	N/A

Spend trend

Daily Cumulative

785 612

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
TBS - Brand Only

Description
All Brand portfolios for The Body Shop

Goal type
☒ REVENUE ☐ CONV. ☐ CLICKS ☐ CUSTOM METRIC

AVAILABLE PORTFOLIOS

Search: tbs

- [151] TBS - Auto Campaigns (USD)
- [150] TBS - Brand - ROAS <9.30 (USD) ✓
- [149] TBS - Brand - ROAS >=9.30 (USD) ✓
- [148] TBS - NB - ROAS < 3.72 (USD)
- [147] TBS - NB - ROAS >= 3.72 (USD)

66 available portfolios

SELECTED PORTFOLIOS

Search: Search portfolios

- [150] TBS - Brand - ROAS <9.30 (USD)
- [149] TBS - Brand - ROAS >=9.30 (USD)

2 selected portfolios

☐ Convert all data to

Save & close **Continue planning** Cancel

- 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

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

Spend	ROI	Revenue
Target: \$7,947	Forecast: 6.97	Forecast: \$55,365

Total forecast

Legend: Spend (blue), ROI (purple), Revenue (orange)

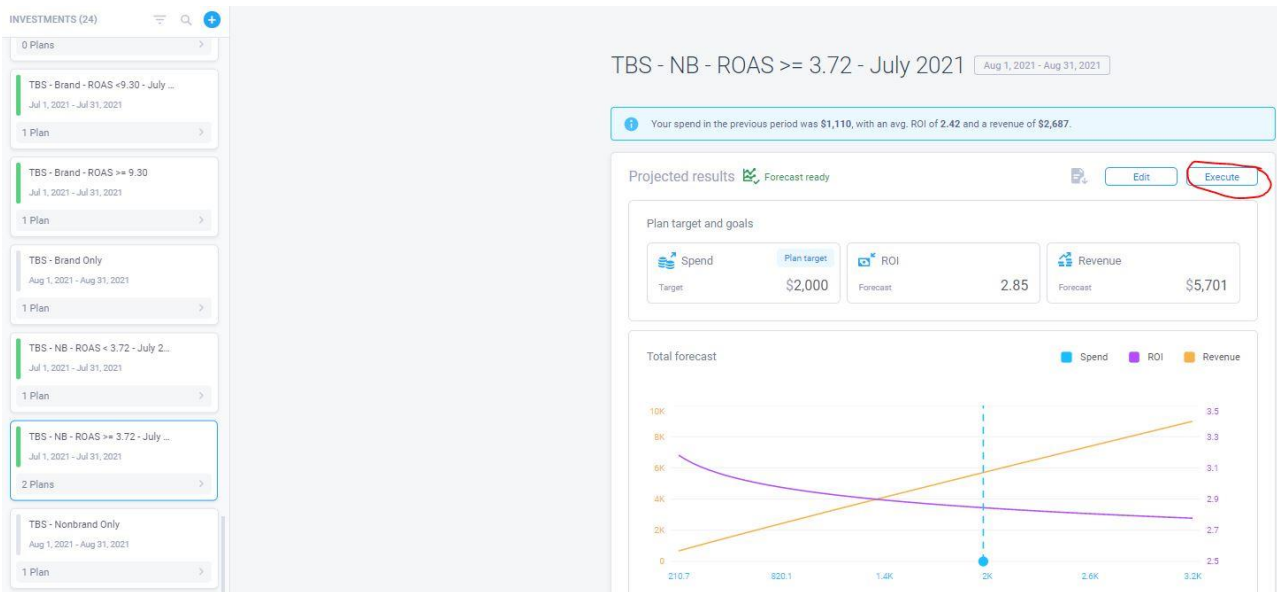
Buttons: Cancel, Save forecast, Save & execute plan

- 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