Kenshoo Editor™
Bring the Power of Kenshoo to your Desktop

The first and only of its kind, Kenshoo Editor is a desktop application that provides robust campaign management features across channels. Use this powerful tool to efficiently make bulk changes, restructure profiles, manage ad copy and more... all in an offline environment!

WORK FASTER

Save time by managing Kenshoo accounts in a singular desktop application. Extensive changes can be made across channels and profiles with a few clicks of the mouse using Kenshoo Editor's Bulk Edit option. Replace destination URLs for thousands of keywords in a matter of minutes.

More than 80% of marketers using Kenshoo Editor completed bulk creative updates across multiple campaigns in less than 10 minutes.

WORK SMARTER

The flexible Workspace Grid allows for customized views to easily manage complex campaigns at scale. You can choose which columns to show and easily filter based on performance data for keywords, ads, ad groups, negatives and more. Go from analytics to action in no time at all.

Nearly 70% of marketers using Kenshoo Editor restructured campaigns in under 15 minutes.

WORK LESS

Manage ad creative more efficiently using the Advanced Edit option. This feature allows you to effortlessly apply promotional creative to multiple ad groups and across channels. You can also easily move successful campaigns to different profiles or accounts.

Nearly 75% of marketers using Kenshoo Editor created new campaigns based on existing campaigns in less than 5 minutes.

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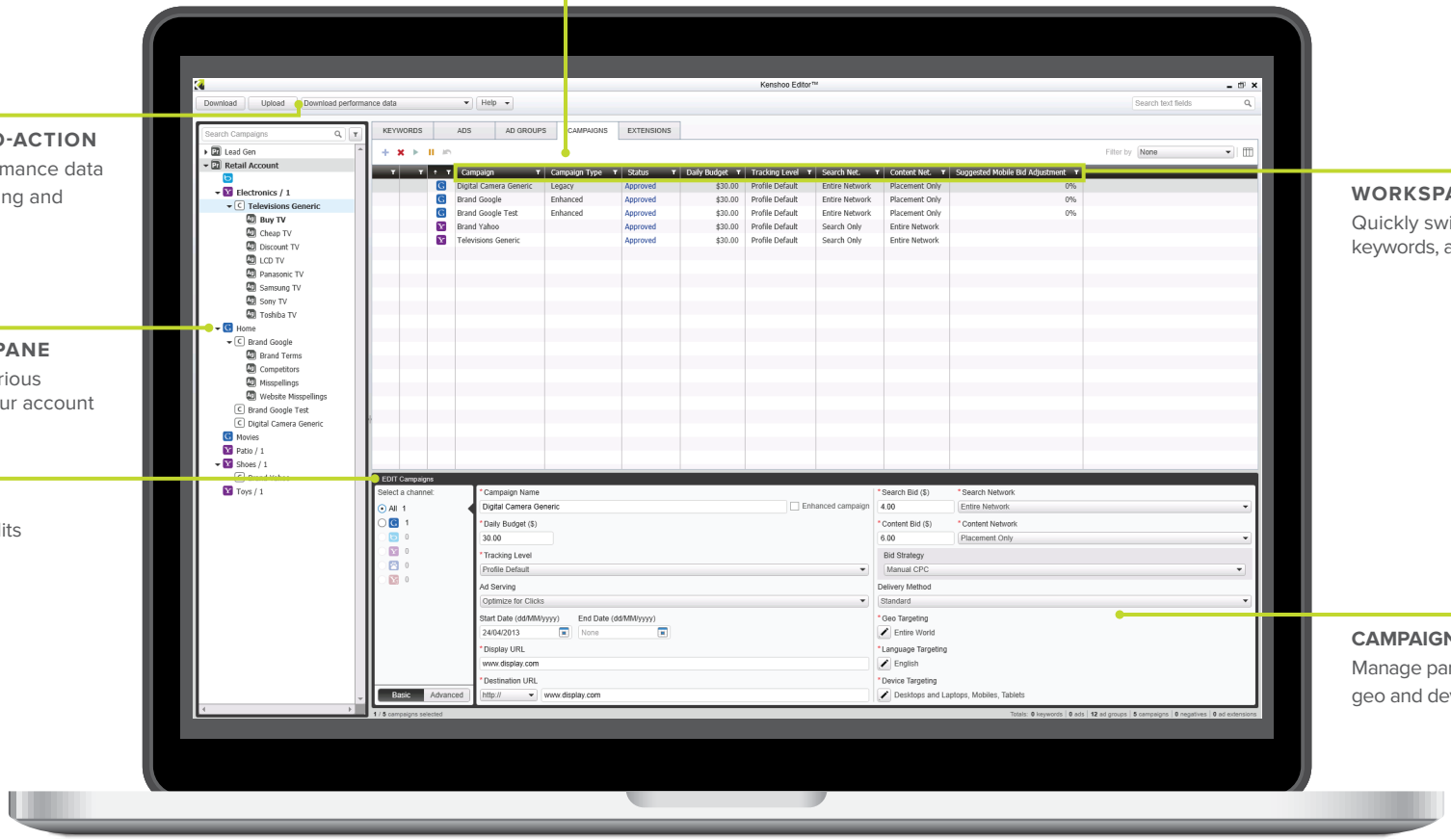
KENSHOO™ Kenshoo Editor™

ENHANCED CAMPAIGNS
Create, edit, upgrade, and perform bulk operations

ANALYTICS-TO-ACTION
Download performance data for use with filtering and bulk changes

NAVIGATION PANE
Easily jump to various profiles within your account

EDIT PANEL
Make multiple edits across channels



WORKSPACE TABS
Quickly switch between keywords, ads, negatives, etc.

CAMPAIGN SETTINGS
Manage parameters including geo and device targeting

Advanced Search and Edit
- Cross-channel functionality
- Restructure across profiles
- Bulk copy, edit or delete

Intuitive Design
- Drag-and-drop functionality
- Customizable views
- Drill down by object

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