



## **SapientNitro Selects KENSHOO as Technology of Choice to Optimize Value of Search Engine Marketing for their Clients**

*KENSHOO helps boost ROI of online ad spend for high profile international brands, including Hugo Boss and TracFone*

San Francisco (July 22, 2010) – KENSHOO, the leading provider of online demand generation solutions for the enterprise and local markets announced today that SapientNitro, one of the world's largest interactive marketing firms, has selected KENSHOO to be its technology partner for search engine marketing. SapientNitro uses KENSHOO Search™, KENSHOO's online advertising campaign management platform, to boost return on investment of online campaigns for their leading global clients.

SapientNitro's search marketing practice has expanded dramatically, increasing the reach and power of clients' advertising as part of the company's continuing efforts to bring value to their highly visible global client brands, including Hugo Boss and TracFone. Requiring a robust platform that allowed clients to create more complex, strategic campaigns and a technology that could respond to the increasing complexity of online search advertising, they chose KENSHOO. KENSHOO Search provides SapientNitro with the most sophisticated solution in the industry, with functionalities including optimized keyword management, automatic ad updates based on real-time results, synchronization with back office systems, and actionable data to enhance the value of search, social and mobile campaigns. As its search practice expands, SapientNitro plans to bring more high profile clients doing big business online to the KENSHOO Search platform, to complement its proprietary BridgeTrack campaign management tool.

"With KENSHOO, our clients are increasing the paid search share of advertising spend because of the immediate, measurable results. The ability of the KENSHOO platform to adjust on the fly for inventory, promotions and seasonal fluctuations to help capture sales and increase ROI is crucial," said Kevin McGovern, search director for SapientNitro. "KENSHOO's deep functionality, sophistication and global footprint will help us deliver results that will positively impact our clients' businesses. Our clients depend on us to bring value to every dollar they spend, and with KENSHOO we believe we can continue to exceed their expectations."

"With our continued focus on usability, functionality and quality, and the specialized interactive expertise of SapientNitro, we anticipate a lasting partnership. Their focus on delivering measurable, high quality results to their clients is a perfect complement to our mission of delivering sophisticated, cutting edge technology. Together we can provide their customers with the extra competitive boost they need to maximize the growing online marketing opportunity," said Yoav Izhar Prato, CEO Kenshoo.

### **About KENSHOO**

KENSHOO is a global leader in online demand generation solutions with robust offerings ranging from traditional search engine marketing for the enterprise to local, mobile and social advertising. The

KENSHOO Campaign Management™ Suite of solutions includes KENSHOO Enterprise™, KENSHOO Local™ and KENSHOO Social™. Based on the core KENSHOO Search™ platform, these solutions provide enterprise, agency, online directory and high volume online retail professionals the most sophisticated paid online advertising management tools in the industry, designed to minimize labor and increase ROI. KENSHOO supports over 150 clients around the world, in dozens of languages and from offices in 9 international locations. KENSHOO clients and partners include Demandware, Extra Space Storage, Hitwise, LinkShare, Netsuite, iREP, Omnicom, SapientNitro, Textbooks.com, and many more. KENSHOO is backed by venture capital firms Sequoia Capital and Arts Alliance. [www.kenshoo.com](http://www.kenshoo.com)

### **About SapientNitro**

SapientNitro<sup>SM</sup>, part of Sapient<sup>®</sup>, is the world's first customer experience company. We create and engineer highly relevant experiences that accelerate business growth and fuel brand advocacy for our clients. By combining multi-channel marketing, multi-channel commerce, and the technology that binds them, we influence customer behavior across the spectrum of content, communication and commerce channels, resulting in deeper, more meaningful relationships between customers and brands. SapientNitro services global leaders such as Citi, The Coca-Cola Company, Mars, Singapore Airlines, Target, and Vodafone through our operations in North America, Europe, and Asia-Pacific. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com) or follow us on Twitter @sapientnitro.

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