

HD Kenshoo Expands **Operations** to **China**, Japan and Southeast Asia

WC 514 words

PD 5 May 2014

SN Entertainment Close-Up

SC ENTCUP

LA English

CY (c) 2014. Close-Up Media, Inc. All rights reserved.

LP

Kenshoo, a provider of predictive media optimization technology, announced it was expanding its **operations** and products across **China**, Japan, and Southeast Asia in order to meet demand for unified search and social marketing technology.

Kenshoo said it is launching **Chinese** and Japanese language versions of its platform, enabling brands and agencies in those markets to use custom versions of local search and social marketing tools through phased rollouts. Kenshoo is also opening a new Singapore office, complementing locations in **Hong Kong**, Tokyo, and Sydney, to enable deeper service for agencies and advertisers in the Asia Pacific Japan region.

TD

According to a release, further product enhancements to support **China** include making Kenshoo ActiveCluster technology available for Baidu. Kenshoo has been integrated with Baidu since 2010 and offers a variety of keyword bid optimization policies for local and international advertisers to capture intent from **Chinese** consumers. Kenshoo also enables campaign management for Japan's largest search engine, Yahoo! Japan.

Across APJ, Kenshoo client paid search spend rose 19 percent year-over-year in the first quarter of 2014 and client revenue jumped 34 percent. These findings were revealed in Kenshoo Global Search Trends research covering more than three **billion** ads served into the region. Kenshoo also provides advanced technology solutions for social networks like Facebook and Twitter and saw global social ad spend rise 37 percent in Q1 as noted in the Kenshoo Search and Social Snapshot.

"We are seeing explosive growth in search and social advertising across Southeast Asia, **China**, and Japan and Kenshoo is now expanding its **operations** faster than expected to meet this demand," said Michel Van Woudenberg, Managing Director, APJ, at Kenshoo. "Local language platforms and deeper in-market presence will give brands and agencies in this region even more horsepower to drive digital marketing performance through Kenshoo. On top of these significant investments, we're going even further to ensure client success by adding local resources in mainland **China**."

Kenshoo also noted that it recently hired former Facebook Japan and Australia executive, Liam Walsh, to **lead** search and social sales across Southeast Asia with Singapore as the hub and focus on Indonesia, Philippines, Malaysia, and Thailand. Kenshoo has recently secured alliances with brands and agencies in APJ including Taipei Digital Advertising, Accuen Australia, Mindshare Malaysia, and ebay Australia. The regional growth comes on the heels of Kenshoo's recent Series E fundraising led by Bain Capital Ventures.

"Our strategy is to focus on providing the best digital marketing technology in the search and social market, and helping advertisers more efficiently connect with their audiences," said Van Woudenberg. "The next wave of digital marketing will focus on multi-touch attribution and cross-channel forecasting to model out the complete web journey of a consumer across devices up until the time they make a **purchase**. Kenshoo already delivers leading technology in these areas and we expect adoption to spread rapidly across the region."

More information:

www.Kenshoo.com

www.dc-comms.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

CO knshli : Kenshoo Ltd

IN i3302 : Computers/Electronics | i330202 : Software | i3302021 : Applications Software | icomputing : Computing | itech : Technology

NS ccat : Corporate/Industrial News | c31 : Marketing | ncat : Content Types | nfact : Factiva Filters | nfcpin : FC&E Industry News Filter

RE china : China | jap : Japan | sydney : Sydney | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | austr : Australia | bric : BRIC Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia | nswals : New South Wales

PUB Close-Up Media, Inc.

AN Document ENTCUP0020140505ea550003i