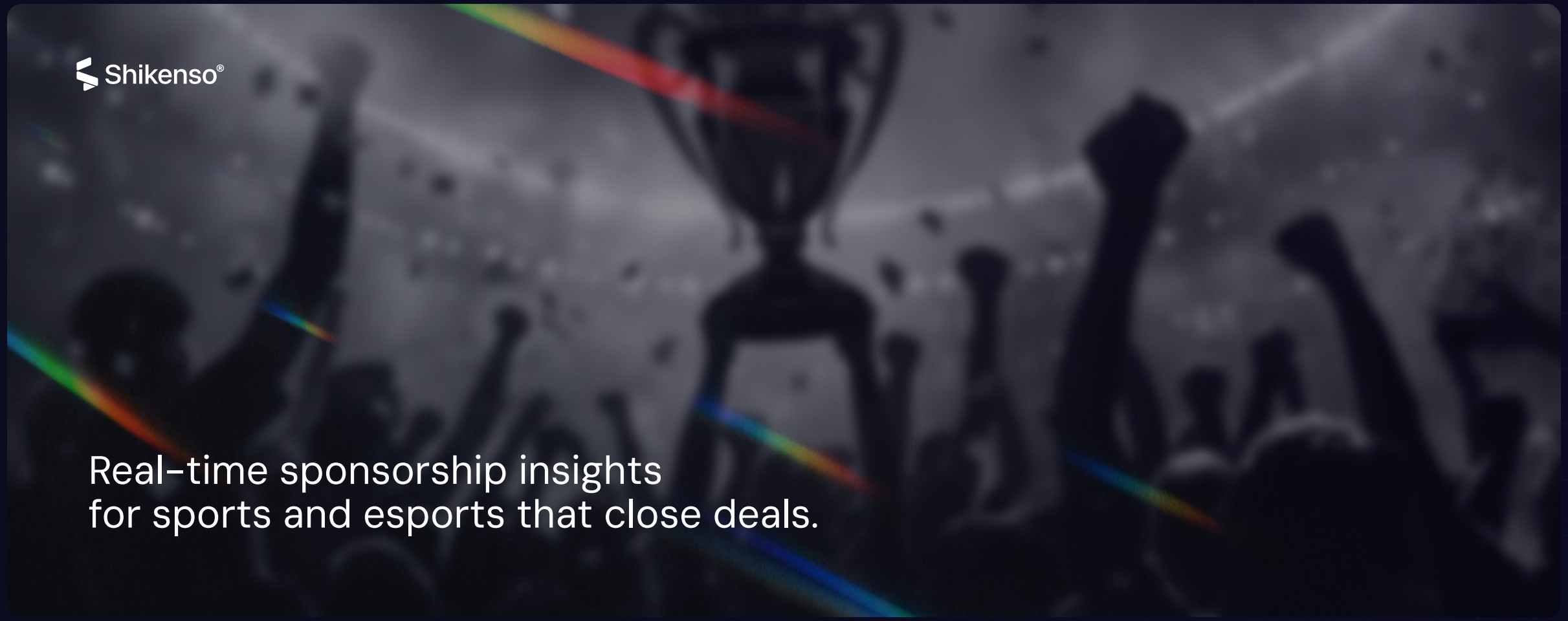


Shikenso Partnerships Manager – Quick Guide / as of Q2 2026

Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

Information and links

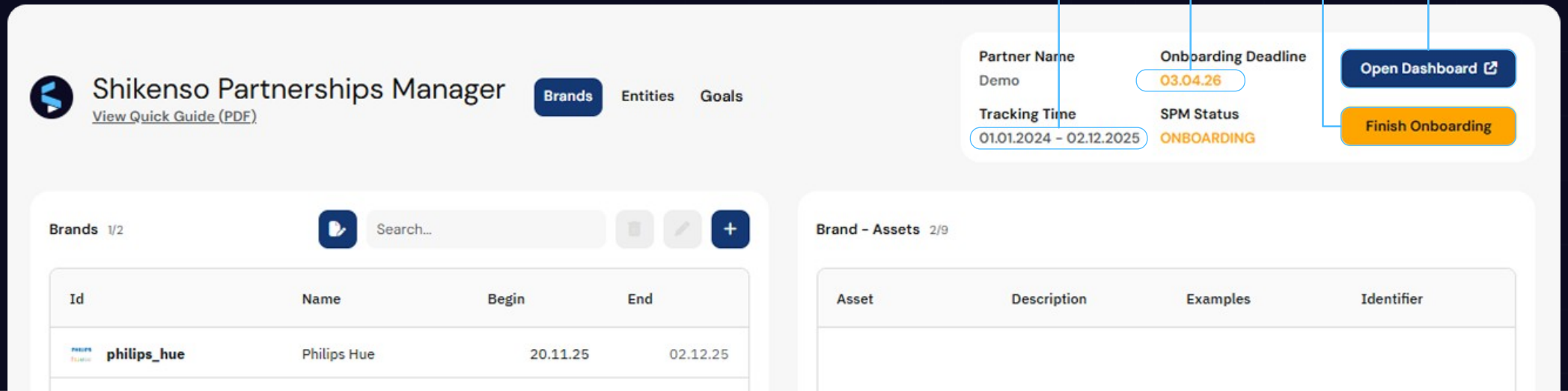
Button that takes you to your Shikenso Dashboard.

Button to close the onboarding when all brands, assets, keywords, entities and channels have been uploaded.

If you wish to add more after the Onboarding has closed, please contact your responsible Shikenso Partnerships Manager for re-opening.

Date when the SPM Onboarding will automatically close.

This is the period of tracking we will according to your contract with Shikenso.



Shikenso®

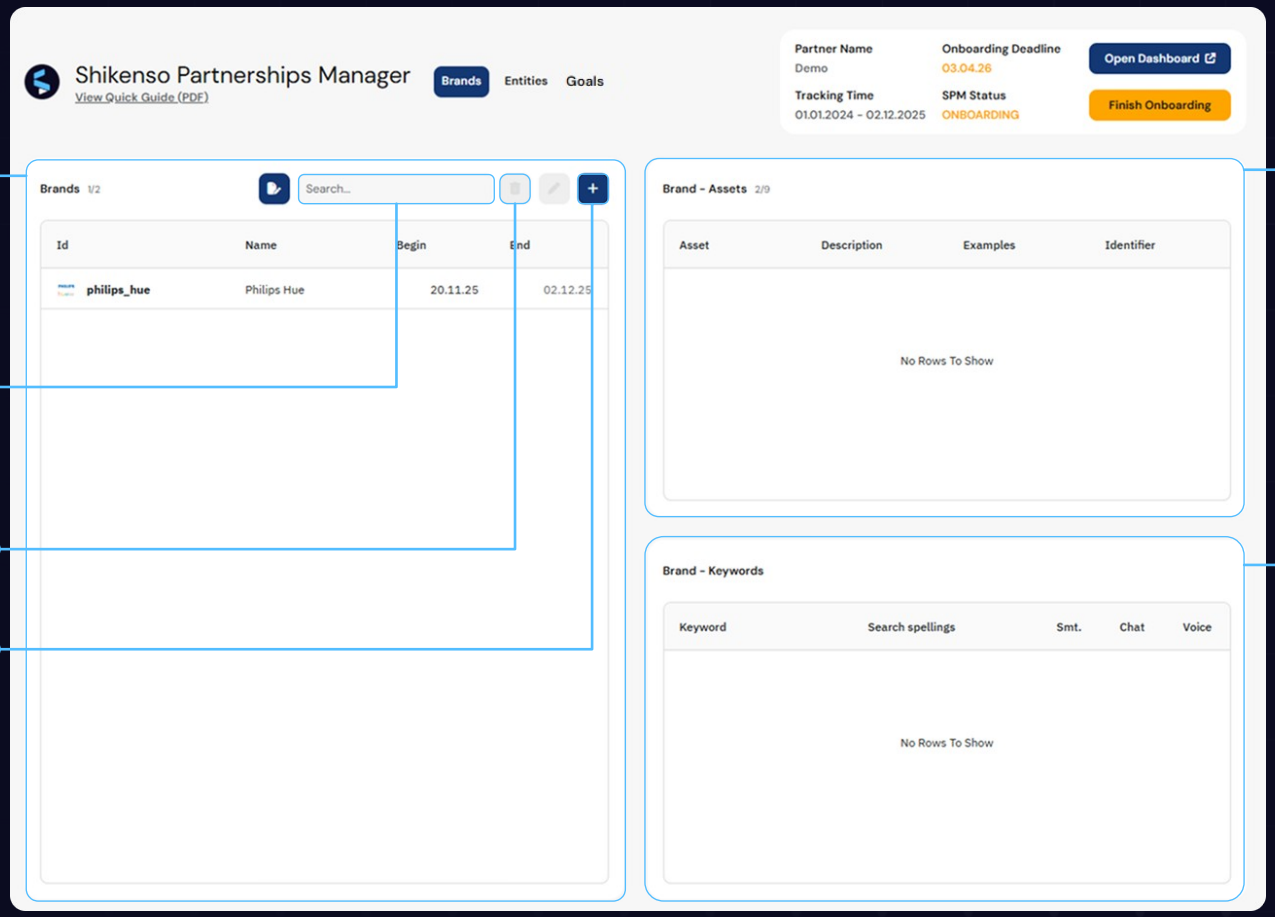
Brands tab

Shows how many brands you can add and have added already (in this case 1 brand out of 2 has been added).

Search bar that allows you to quickly search for a brand you have added without having to scroll.

Click the button to delete the selected brand.

Click the button to add a brand.



Shows how many assets you can add and have added already (in this case 2 assets out of 9 have been added).

Add more keywords here with alternative spellings.

Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

Shikenso®

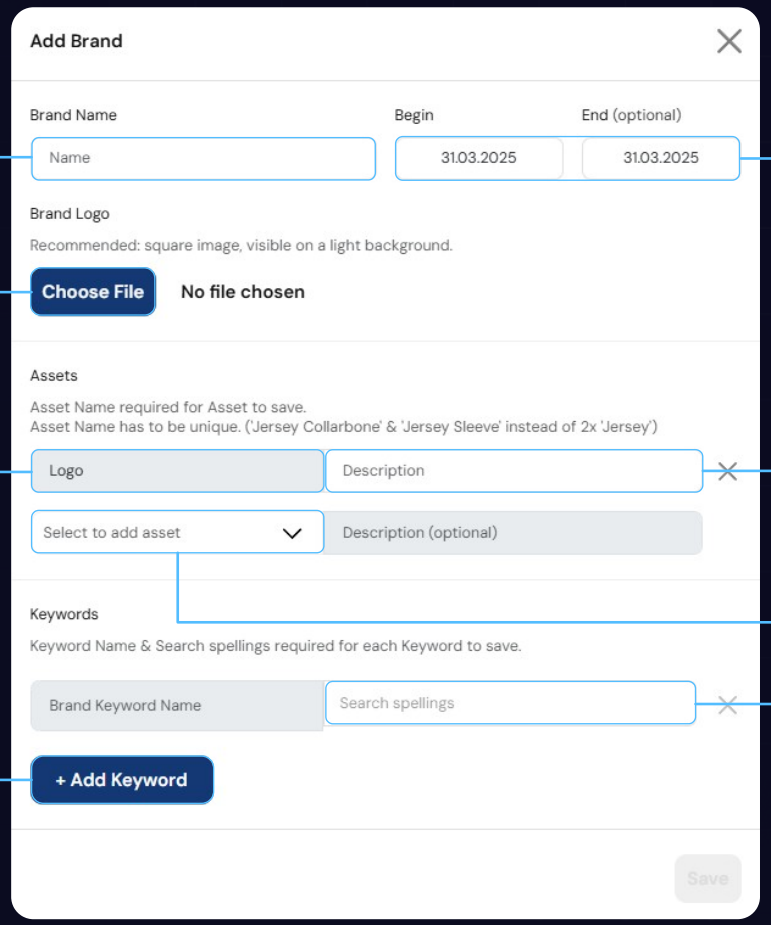
How to add a brand

Add the brand name.

Choose an image file of the logo of the brand.

Logo will be automatically added as an asset once logo image file has been chosen above.

Add more applicable keywords related to the brand e.g. slogans.

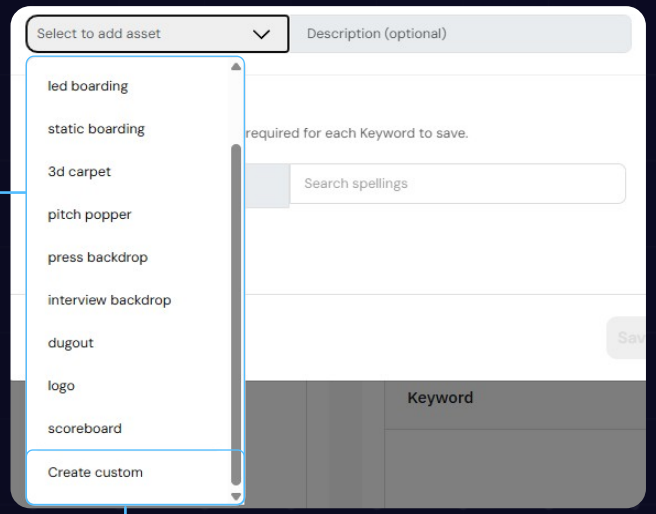


Beginning and end of the tracking period.

Describe the asset if there are special cases for Shikenso to take note of.

Other asset types can be chosen in this drop-down.

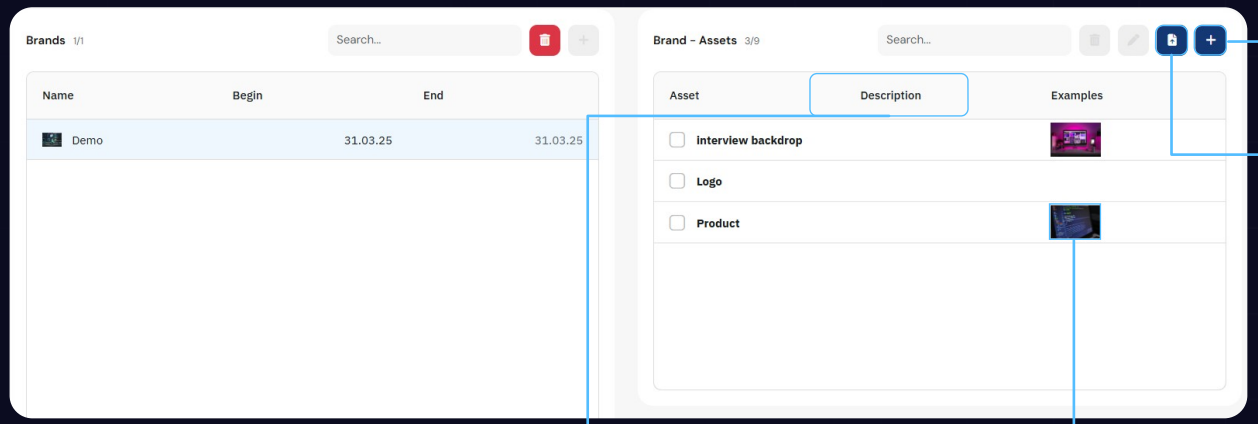
Add alternate spellings here to the keyword (brand you insert will automatically be a keyword).



Create your own custom asset that's not already in this drop-down menu.

Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

How to add a brand asset



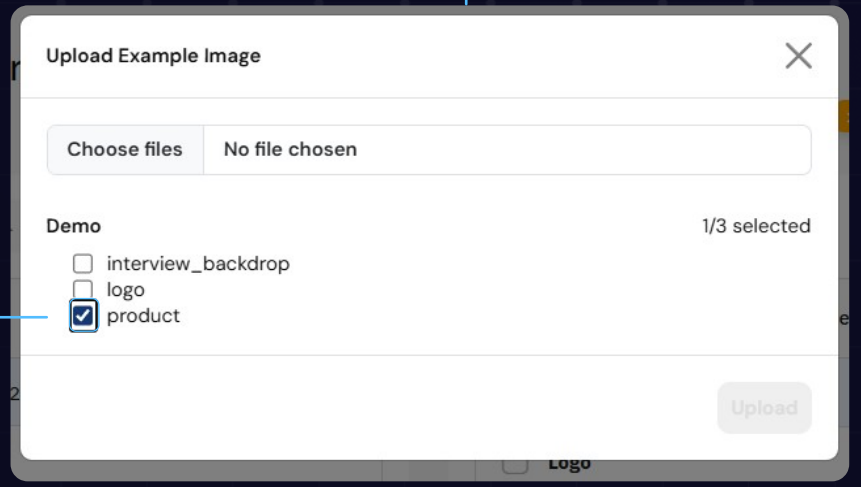
Add more assets to the brand selected.

Upload more images to an asset

Please note that no video material can be added, only screenshots – please contact your responsible Partnerships Manager if there are videos to add.

Description of the asset can be added here – the more information we have, the better the AI will be trained.

We recommend to add as many variations of the asset that could be tracked to ensure all iterations of the asset is captured by our AI e.g. different jersey versions, logo versions etc.



Select an asset before choosing a file to upload the image to.

Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

Shikenso®

Entities tab

Shows how many entities you can add and have added already.

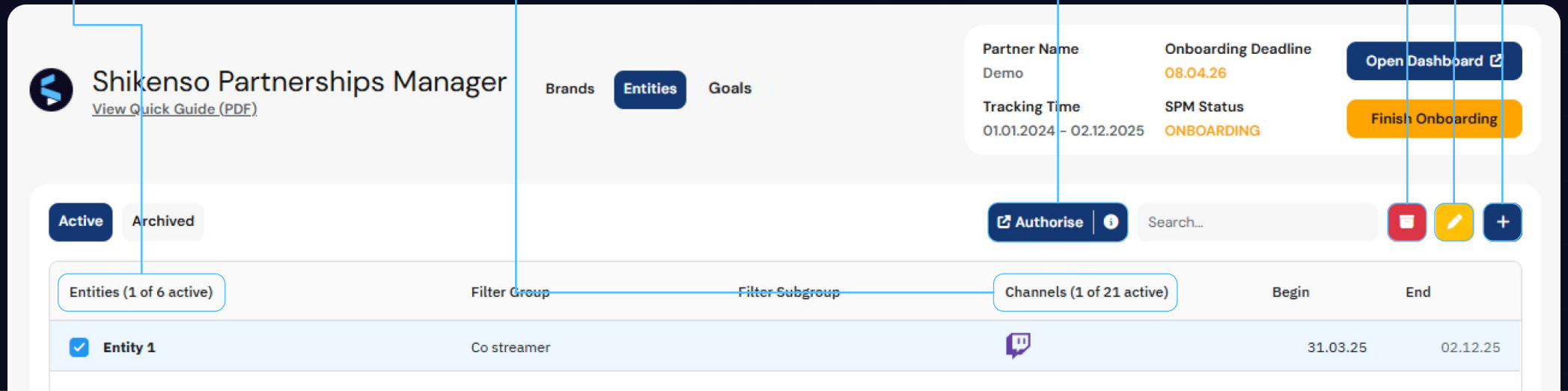
Shows how many channels you can add and have added already.

Button directly links to the Instagram authenticator. The information button links to a guide on how to authorise Instagram accounts to track Instagram stories.

Button to archive selected entities.

Button to add more entities and the channels.

Button edit selected entities.



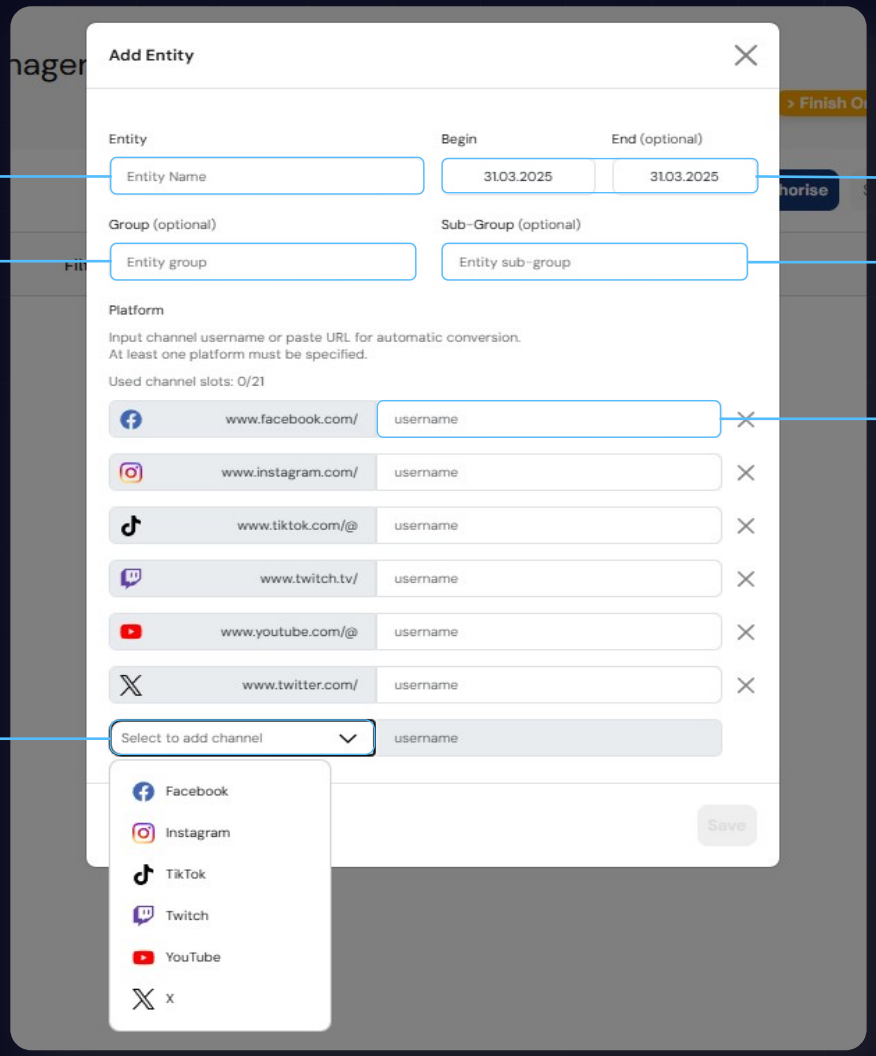
Shikenso®

How to add an entity

Add entity name here.

Assign a group to the entity.

Drop down to add more channels of a platform.



Beginning and end of the tracking period.

Assign a sub-group to the entity.

Enter the URL of the channels here (you can copy and paste the whole URL here).

Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

Shikenso®

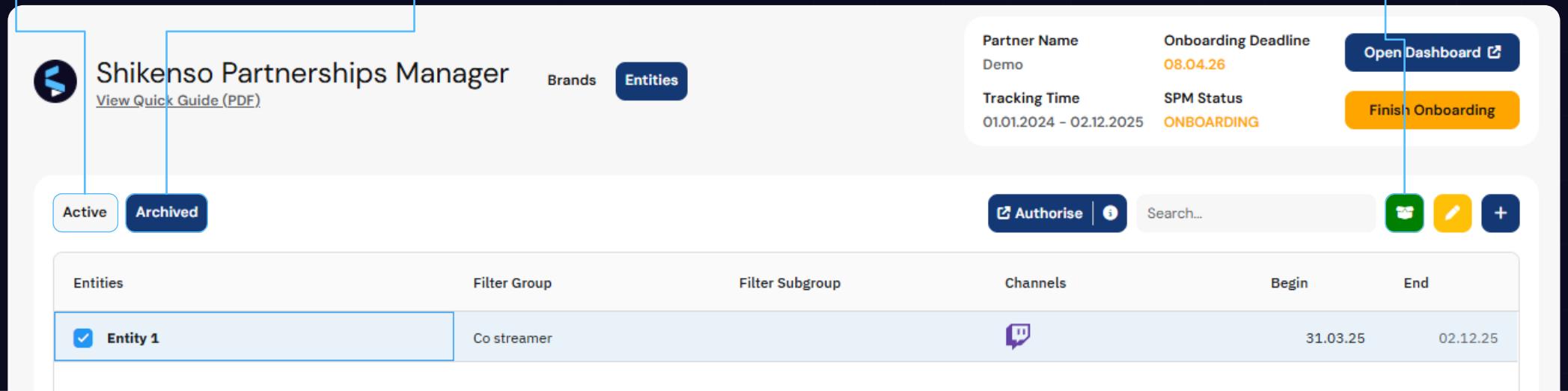
Archived entities

Archived entities are currently inactive but can be reactivated at any time if needed.

Click to switch to the active entities

Click to switch to the archived entities

Click to restore the selected entity to active entities.



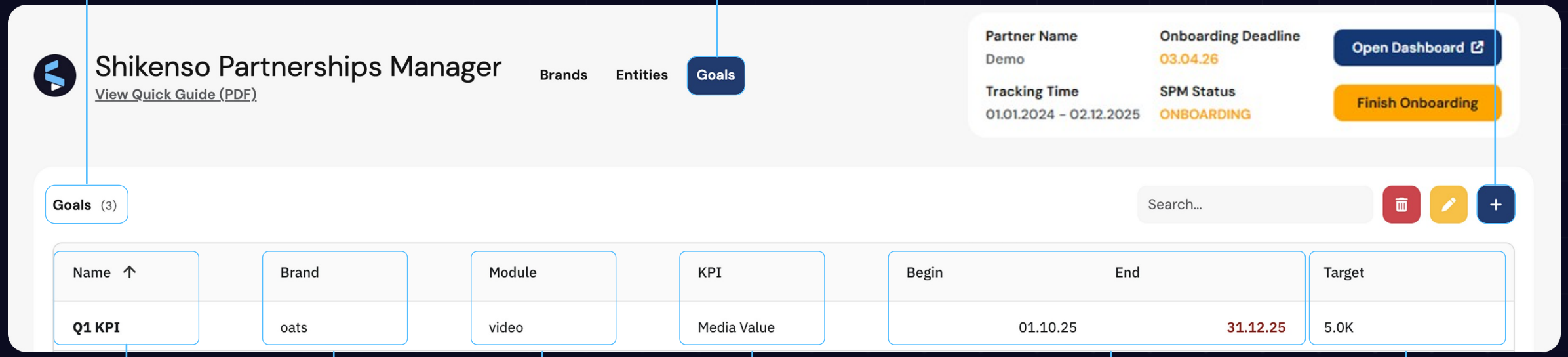
Shikenso®

Goals tab | New feature

This shows all goals set up

Goals in a new feature in the SPM to track KPI targets within the Shikenso® dashboard. You can track your goals within the Summary tab.

This is where you can add new goals and a pop-up will appear.



The name of each goal.

The brand each goal is related to according to the brands input under „Brands" in the SPM.

Which module you assigned the goal to.

The tracked KPI that you want to show in the dashboard and measure against.

The timeframe on when you want to track your KPIs and for how long.

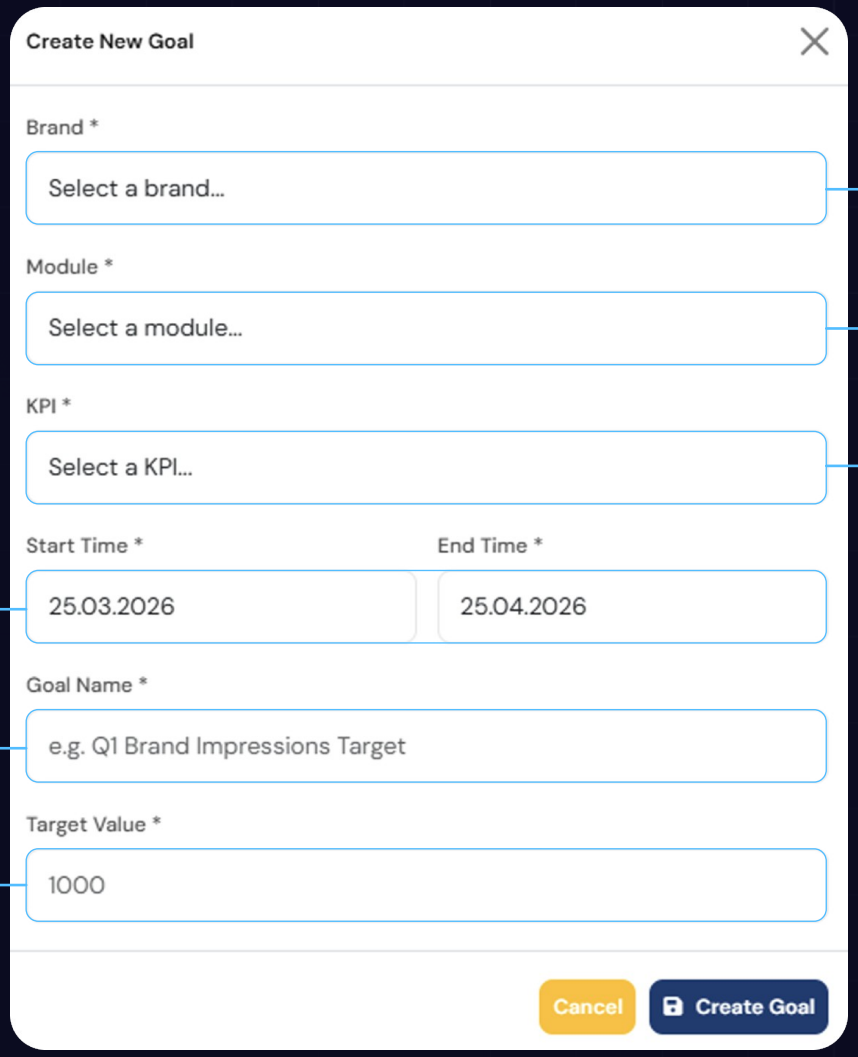
The value placed behind each of your tracked KPIs to calculate your progres.

Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

How to create a goal

New feature

Shikenso®



Linked to brands inputted in SPM.

Linked to the modules booked.

Selection of measuring media value, detections or impressions.

Start and end date on when goals should be measured.

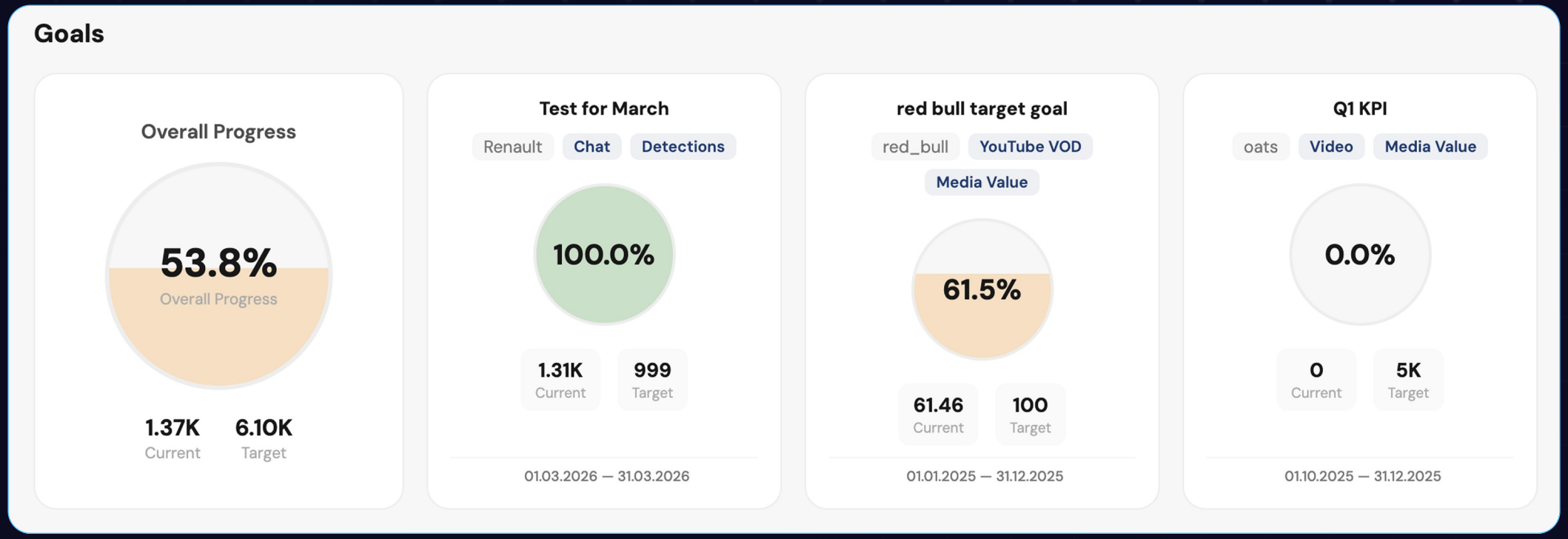
Name of goal set.

Value of your KPI.

How to track goals

New feature

In the Shikenso® dashboard under the “Summary” tab, you will find a “Goals” section. This depicts the overall progress of all goals within that timeframe, and individually shows every goal set up, the progress and target.



Copyright © 2026 Shikenso GmbH. This information is confidential. Do not distribute.

ROI is a numbers game.

Play it to win.

Visit website