

ENTERPRISE SEARCH GUIDE:
**3 steps to conquer
complex travel markets**



STEP 1 | Contextualize performance with informed search insights

Intro

In the paid search landscape, enterprise travel brands strive for profitable growth and market domination.

In this snappy guide, reveal three steps that will equip your brand with the insights and strategies needed for search advertising success.










THE CHALLENGE

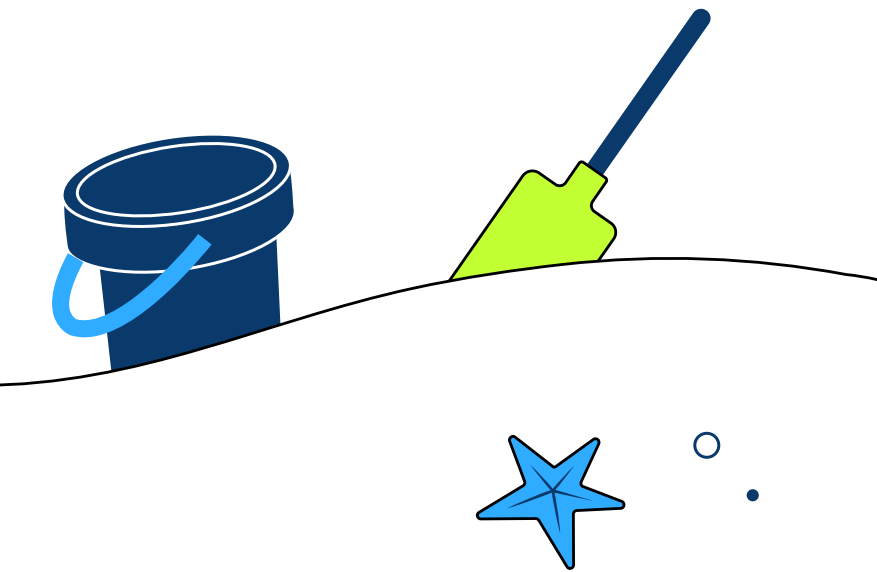
You're operating in multiple countries with various routes and destinations, and may be experiencing performance fluctuations. Understanding the cause of these changes is challenging considering Google's limited auction insights.

✓ THE ADTHENA SOLUTION

Delve into your search market blueprint

1. Gain clarity on your competitive landscape and view a custom map of competitor activity, top-performing search terms, and bidding behavior.
2. Get notified of any threats, opportunities, or trends if there is a sudden change in your market movements.
3. Analyze your competitors' ad copy and gain valuable insights into what really engages your audience.

Competitor	Advert	Est. Impressions 	Position 	Search Terms 
booking.com	Hotels - Booking.com  http://www.booking.com > hotels Choose From a Wide Range of Properties Which Booking.com Offers. Search Now! Find What You Need At Booking.com, The Biggest Travel Site In The World.	10,020,608	Average: 1.5 Best: T1	5 
turo.com	Book cars from \$25/day - Cars delivered to you  https://www.turo.com Insurance available. 24/7 customer support. 24/7 roadside assistance. Find the perfect car for any occasion and every budget. and book from trusted local hosts.	4,348,845	Average: 1.9 Best: T1	142 
priceline.com	Cheap Rental Cars at Priceline - 40% off Rental...  https://www.priceline.com Compare Top Brands for the Lowest Rates on Priceline. 18,500+ Rental Locations Worldwide!	3,746,197	Average: 2.6 Best: T1	103 



Booking.com

Adthena's Top Ads would show how **Booking.com** compares to their competitors, highlighting threats and opportunities.

STEP 2 | Increase bookings while remaining profitable

THE CHALLENGE

You're using smart bidding with a Target Return On Ad Spend (tROAS) or Target Cost Per Acquisition (tCPA) strategy and your goal is to increase bookings. Consequently, you feel like you've reached a ceiling and are struggling to increase volumes at that same ROAS or CPA.

✓ THE ADTHENA SOLUTION

Safeguard ROAS and CPA

1. Pinpoint low or high competition periods and set precise smart bidding targets for increased conversions.
2. Boost CTR by analyzing competitors' pricing, incentives, and market positioning to enhance relevance and revenue for profitable growth.

Phrase suggestion **Proposition**
expedia.com is using 'top carriers' on desktop in Standard group Airlines & Tickets, with an est. clicks ~ 2M



Adthena's Smart Monitor tracks creative phrases in your competitive landscape, notifying you of new or high-performing phrases used by competitors. For instance, **expedia.com** has incorporated a new term in their desktop ads: 'top carriers.'

STEP 3 | Improve visibility and identify wasted budget on brand terms

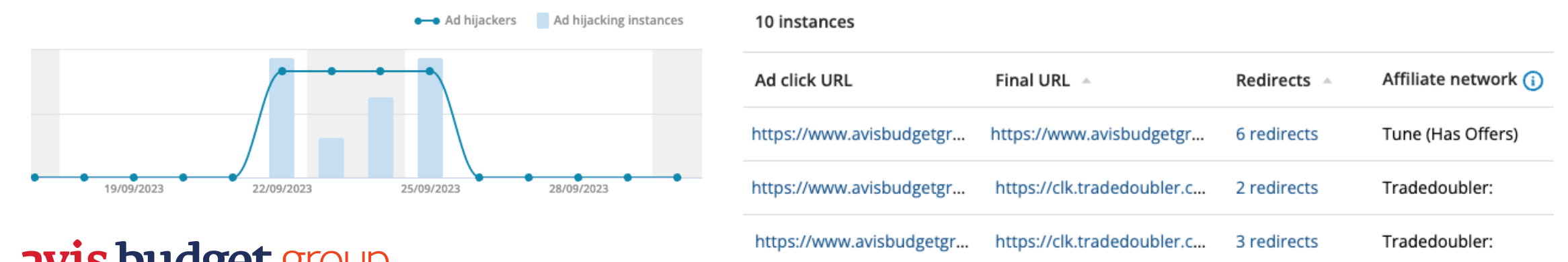
THE CHALLENGE

You haven't policed your partner and affiliate advertising agreements and the lack of visibility and scalability on Google's platform is problematic. You're now experiencing increased competition on branded terms, illegal infringements, higher CPCs, and inflated affiliate commissions due to ad click hijacking.

✓ THE ADTHENA SOLUTION

Protect your brand and cut costs by 20%

1. Catch illegal trademark infringements and identify competitors who could be stealing clicks from you and damaging your brand equity.
2. Prevent wasted budget on brand terms that you should be getting for free.
3. Safeguard against ad click hijackers with automatic alerts on affiliates impersonating your ads. Catch them and submit to Google in just a few clicks.



avis budget group

Adthena's Ad Hijacking provides a customized view of affiliate ad hijacks, which could help travel brands like **Avis Budget Group** detect fraudulent affiliate links redirecting customers to faux landing pages.



GLOBAL 2023 SEARCH AWARDS WINNER

Adthena helped us identify real spend efficiencies. Through Brand Activator and their Brand Protection solution, we were able to stop spending on brand terms and reinvest that budget to areas that are more conducive to acquiring new customers"

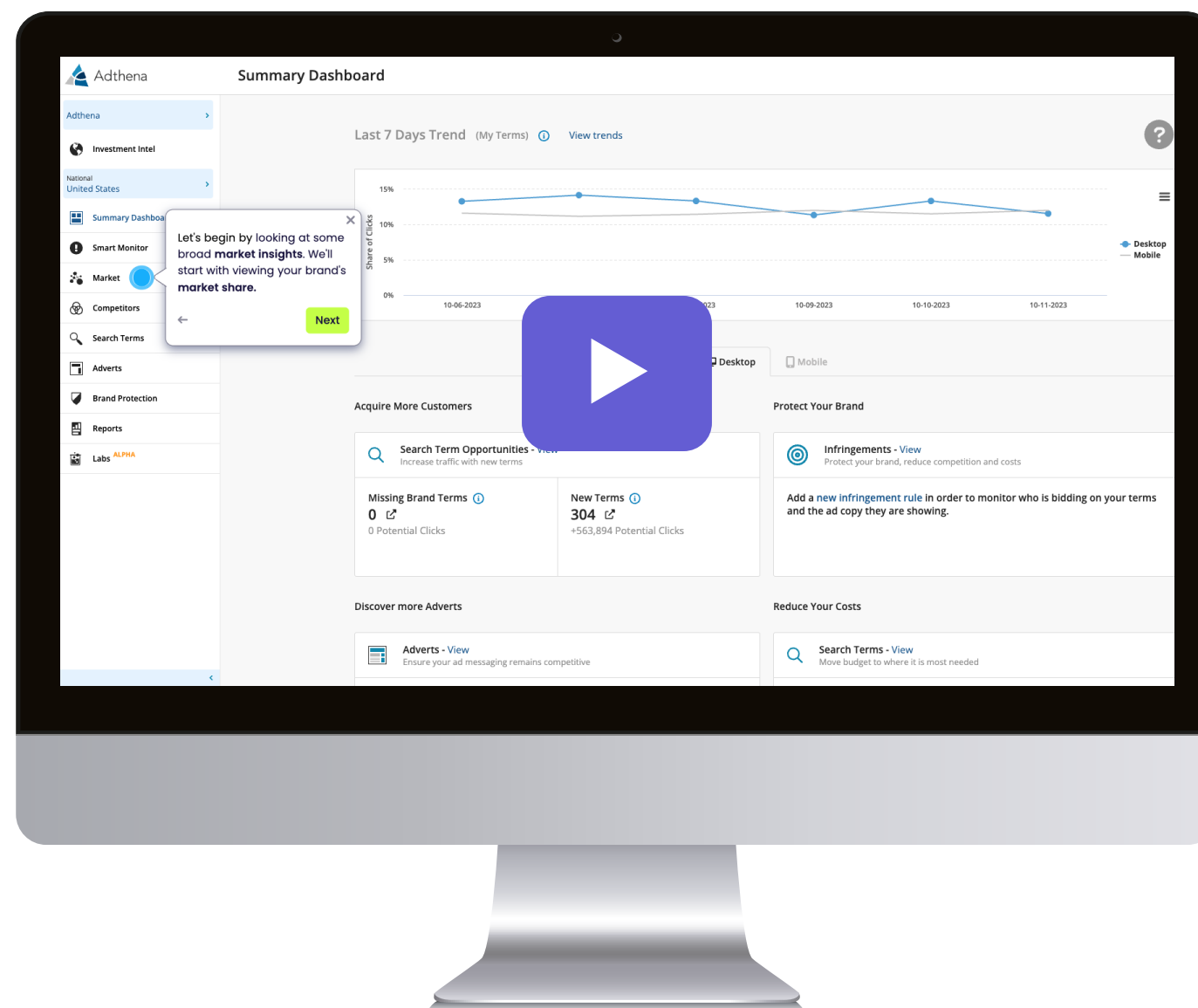
Alison Yarrow
Digital and Media Manager
Avanti West Coast



Focusing on strategic insights, precision in increasing conversion volume, and robust brand protection, Adthena gives brands the tools needed to thrive, maximize profits, and protect their brand equity.

Take a step-by-step tour of Adthena and see how we can help you conquer complex markets and excel within the travel industry.

Take a self guided tour



Loved by customers, trusted by agencies

"Great tool for market insights"
★★★★★

"Best SEM tool I've ever used"
★★★★★

"Adthena delivers on its promise"
★★★★★

