iProspect Boosts Conversion, Traffic, and CTR with Adthena, Achieving Remarkable Growth and Campaign Success

Updating the Ad Copy in Google Ads is a common strategy to maintain the relevance and interest of your ads over time. However, sometimes it's difficult to know what will work if it has not been tested before. Likewise, in Shopping, it's difficult to see if your prices are better than competitors unless you do manual searches.

This year, iProspect decided to use Adthena to update its Ad Copy in its brand and generic campaigns to be more competitive and responsive to the market in Shopping.

Thanks to Adthena´s insights and the iProspect team, conversion value increased by +102%, traffic rose by +80% and conversions were up by +62%. Furthermore, the CTR of the brand campaign rose by +9.5%, and in the generic campaign, the CTR increased by +17.5%.

Main Challenges

Risk
Refreshing the Ad Copy can be risky if they have not been tested before, and since the algorithm has to learn, testing new ads can take time.

Visibility
Visibility on competitors' Shopping ads is minimal unless you do manual searches.

Solutions

iProspect took advantage of Adthena's "Top Ads" feature to see which Ad Copy drove the highest estimated impressions, and check which CTAs their competitors used.

Adthena's "Shopping Ads" section was used to compare the customer's Shopping prices vs. competitors, and therefore, increase bids in the category where they had better prices than competitors.

+102%
Conversion value vs. previous period

+80%
Traffic vs. previous period

+62%
Conversions vs. previous period

+9.5%
CTR in the brand campaign

Learn more about Adthena today.

Request a demo

Adthena

iPROSPECT

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"We were facing a situation in which we were not very competitive vs competitors from a budget point of view, and the goal was to be as efficient as possible. Therefore, we had to make the most out of the opportunities available to increase sales. Thanks to Adthena, we were able to know which products our client had better prices than competitors and push in that category during that given period."

Celia Rosado,
Paid Search Senior

Rubén Fernández-Avilés,
Paid Search Manager

STRATEGIC INSIGHTS

TEAM OF EXPERTS

5.000.000.000 RESULTS

AD

AD

ADTHENA

COMPETITIVE ANALYSIS

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See how we can help you reach, acquire and retain customers

Define your universe
Make informed, strategic decisions with your very own machine-learned Whole Market View.

Get strategic insights
Gain unrivalled competitive clarity to optimize your digital marketing strategies and maximize revenue.

Dominate your competitive landscape
Stay ahead of your rivals with Smart Monitor, an automated AI threat and opportunity-detecting technology.

Maximize brand engagement
Engage with your customers by turning competitive gaps and market changes into opportunities.

Empower your teams
Leverage our industry-leading team of experts, delivering reports just for you through customized Solution Services.

Maximize your search performance by leveraging AI to monitor your entire competitive landscape.

Request a demo   Contact us

Learn more about Adthena today.

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