

Ask Arlo: AI generated search insights in seconds

In today's fast-paced digital marketing landscape, extracting valuable insights from vast amounts of data can be a daunting task. This is where Ask Arlo, Adthena's GenAI-powered chatbot, comes into play. Ask Arlo revolutionizes the way marketers of all levels interact with their data, providing instant, AI generated search insights and reports directly within the Adthena platform.



Main Challenges

Many marketers struggle to navigate through complex data reports, spending countless hours trying to find the answers they need. This can lead to missed opportunities and inefficient decision-making. Additionally, relying solely on human analysts can be time-consuming and error-prone. These challenges are common in paid search and can significantly impact a team's ability to be effective.

- Inefficient data analysis: Marketers often struggle to extract and understand meaningful insights from their data, leading to delayed decision-making, missed opportunities and the inability to understand how the data has implications for their campaigns.
- Internal capacity challenges: Teams rely heavily on customer success, account management or internal data teams for data analysis, which can be time-consuming and resource-intensive.
- Staying updated on industry trends: Marketers need to stay informed about industry trends and best practices to remain competitive.

Solutions

Ask Arlo addresses these challenges by offering a conversational interface that allows marketers to ask questions in plain English. By simply asking a question users can receive instant, tailored insights about their market performance.

- Streamlined data analysis: Ask Arlo simplifies the process of extracting insights from data, reducing the time and effort required. This allows marketers to make more informed decisions quickly.

- Reduced reliance on internal teams: By providing a conversational interface, Ask Arlo empowers marketers to access and analyze data independently, reducing their reliance on CX or AM teams. This frees up internal resources and allows teams to focus on strategic initiatives.
- Contextualized insights: Ask Arlo provides clear and actionable insights that are tailored to specific marketing goals. This helps marketers understand complex data and its implications for their campaigns.
- Custom insights delivered to your inbox: Arlo Report Editor allows you to combine multiple prompts into a single, comprehensive report combine multiple prompts into reports that can be flexibly scheduled for email delivery.
- Access to industry trends: Ask Arlo offers access to industry-specific search trends, keeping marketers informed about the latest developments and enabling them to optimize their campaigns accordingly.

Key Results

The benefits of using Ask Arlo are numerous! With Ask Arlo, in a couple of minutes you can find out how your competitors price their products on shopping, what offers they mention in text ads, and which search terms they appear for that you don't - something that would take hours to review assuming you had access to the data.

Ask Arlo is a valuable tool for marketers who want to extract maximum value from their data. By providing instant, tailored insights and reducing the time spent on analysis, Ask Arlo empowers marketers to make data-driven decisions and achieve their marketing goals.

Learn more about Adthena today.

Request a demo

Key Results:



Instant insights

Get the information and actionable insights you need quickly and efficiently tailored to your specific marketing goals.



Data visualization

Visualize your campaigns with easy-to-understand charts and graphs.



Time savings

Eliminate the need for endless hours pulling and analyzing reports.

“

Temitayo Akerele,
PPC Gaming
Manager at
William Hill

“As a market analyst focusing on the gaming casino space, Ask Arlo has become an indispensable tool for my work.

One of the most valuable aspects of Ask Arlo has been its ability to help me identify and analyse emerging trends in the market. I've used it extensively to track the search volumes of new market entrants and understand how their presence is impacting the competitive landscape.

Additionally, Ask Arlo's ability to provide context for fluctuating search volumes has been invaluable. By combining data visualization with insightful commentary, I've been able to uncover potential reasons behind search volume changes, such as seasonal trends or industry events. Ask Arlo has been a game-changer for my job. It allows me to make data-driven decisions and stay ahead of the curve in a rapidly evolving market.”



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Maximize ROI

Find areas of efficiency and secure a stronger ROI through data-driven optimisation. Define your universe.

Save time

Get key insights you need to maximise performance, in seconds.

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

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