

Doing more with less: how Adthena customers are maximizing PPC performance with shrinking budgets

In today's volatile economic landscape, businesses face unprecedented challenges in justifying their marketing expenditures. While maximizing PPC performance and ensuring that every dollar spent delivers results, adopting a data-driven approach is imperative.

Paid search advertising, a cornerstone of digital marketing strategies, is no longer immune to these budget cuts. As companies grapple with rising redundancies and shifting consumer behaviors, advertising teams are pressured to do more with less.



Main Challenges

Doing more with less

All industries are affected by senior stakeholders asking them to do more with less resources.

Shrinking budgets

Economic downturns and strategic realignments are forcing businesses to reduce their marketing budgets, including paid search.

Increased competition

The competitive landscape in paid search has intensified, driving up costs per click (CPCs) and making it harder to achieve desired ROI. Focus on ROI: Advertisers are demanding higher returns on their ad spend, pushing for optimization and efficiency.

Data limitations

Measuring campaign performance through Google's Auction Insights can be challenging due to limited and inaccurate data, leading to inefficient spending.

Industry performance

Industries experiencing downturns may cut back on marketing expenses.

Solutions

Optimize existing budget with Adthena:

- Reduce wasteful spending on brand terms that are already ranked #1 organically with Brand Activator.
- Monitor competitor infringements and lower CPCs by managing affiliate ad hijackers with Ad Hijacking Detection and Auto Takedown.
- Stay ahead of competition by monitoring competitor activity in the SERP.
- Contextualize performance by analyzing market trends and competitor moves.
- Enhance ad messaging by analyzing top-performing ads and gaining creative insights.

Leverage AI-powered search intelligence:

- Utilize Adthena's Ask Arlo GenAI powered chatbot to gain insights into competitor movements and optimize ad spend.
- Employ Adthena's Market Share insights to reveal disparities with competitors and identify growth opportunities.
- Use tools like Adthena's Infringement Tracker to help reduce brand CPCs by tackling infringers to identify and eliminate wasteful spending.



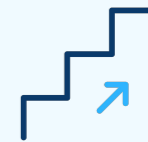
Brand Protection

A leading bank significantly reduced brand CPCs while maintaining brand visibility.



Cost Savings

A large furniture retailer saved over £100k in one year and covered the cost of their Adthena subscription



Performance Boost

A global financial services company efficiently managed multiple brands, identified optimization opportunities, and mitigated cannibalization.

Key results:

In a world of tight budgets, decision-making based on data-driven insights is crucial. By leveraging AI-powered search intelligence, businesses can make informed decisions about where to allocate their limited budget, when to pause spend, and how to optimize their campaigns. Adthena's tools can help companies thrive in challenging economic times by providing the necessary insights to maximize ROI and achieve their marketing goals.

Healthcare brand

Saved over £100k in one year and covered the cost of their entire Adthena subscription

Retail giant

Optimized for brand awareness with a limited budget and identified growth opportunities.

Leading bank

Significantly reduced brand CPCs while maintaining brand visibility.

Furniture retailer

Gained essential search insights on local-level operations and tracked competitor activity.

Financial services company

Efficiently managed multiple brands, identified optimization opportunities, and mitigated cannibalization.



Ben Peck, Chief Customer Officer, Adthena

When in a budget crunch, a common knee-jerk reaction is to cut the "tools budget" to maintain media spend. Sophisticated marketers recognize that the true goal is efficiency of spend achieved through smart decisions enabled by the tools too many marketers are pressured into eliminating. Ironically, reduced efficiency (i.e. higher cost) across metrics like CPA, CPC, and CTR can frequently be the result."



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

Defend revenue

By protecting your brand and not losing conversions to competitors

Grow revenue

By capitalizing on key market opportunities & minimising the impact of threats

Maximize ROI

By improving the spend efficiency of your campaigns

Maximize your search performance by leveraging AI to monitor your entire competitive landscape. Learn more about Adthena today.

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