

Paid search optimization: How Serotonin x Assos achieved six-figure growth & brand protection



In less than a year, Serotonin x Assos generated six figures in additional revenue by leveraging Brand Activator. Beyond the financial gains, Adthena identified over 108,000 trademark infringements, empowering the company to safeguard its brand equity and stay ahead of competitors with its Brand Protection suite. As Google’s data transparency declined, Adthena became indispensable for tracking competitors and understanding market dynamics. This strategic approach not only drove revenue growth but also reinforced brand security and strengthened market positioning.

Main Challenges



Synergies between PPC and Organic:

The inability to pause brand terms in real time where there was no competition and Assos of Switzerland had the first position in organic.



Google Ads Data Limitation:

With Google Ads no longer allowing access to Auction Insights data via Looker they had no ability to track competitor activity and market dynamics for understanding high CPC trends.



Performance Optimization:

Adthena’s recommendations for ad copy and search term opportunities improved clicks by 4%, demonstrating the need for continuous ad performance analysis and optimisation, especially for market entry and growth strategies.



Brand Protection and PMAx Visibility:

Assos and Serotonin previously had to track infringements manually, allowing competitors to misuse brand terms. Additionally, Google’s PMAx campaigns limited visibility into search term data, making it harder to monitor and protect the brand effectively.

Solutions



Adthena delivered exceptional value, helping Serotonin x Assos drive six-figure additional revenue and five-figure cost savings through **Brand Activator**.



Brand Protection feature identified over 108,000 trademark infringements, safeguarding brand equity. By providing powerful solutions and actionable insights, Adthena enabled the company to drive substantial growth while protecting its brand.



Adthena’s **ad copy optimizations** boosted clicks by 4%, while its market insights guided strategic decision-making.

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Key Results



108K trademark infringements flagged

Adthena's Infringement Tracker flagged over 108k trademark infringements. By providing powerful solutions and actionable insights, Adthena enabled them to drive substantial growth while protecting its brand.



2 hours a week saved

This enabled the team to rely on Adthena for tasks like monitoring brand competition, flagging trademark infringements with Google, and gathering competitor messaging insights during critical periods.



4% increase in clicks

Implemented Adthena's ad copy recommendations, resulting in a 4% increase in clicks. Use Adthena's data for market entry planning and understand why CPC is high.



The insights we gain from Adthena are unmatched. By identifying opportunities across multiple markets, we've been able to reallocate savings into incremental campaigns and focus on acquiring new customers, all while protecting our brand against competitor activity. Adthena ensures every pound we invest in paid search delivers maximum impact and value.



Jack Jarvis
Head of Paid Search
@ Serotonin



Maximize ROI

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

Dominate your competitive landscape

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

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

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