

## Adthena: Swinton



### The Problem

Swinton Insurance has more than 50 years of experience in providing policies across a range of fields, including car, home and commercial products. In a competitive industry that is increasingly dominated by aggregating sites and prohibitively high CPCs, Swinton needed a way to monitor its brand and develop its paid search strategy, with a focus on mobile. After using Adthena, the leading source of competitive intelligence for search, Swinton was able to halve CPCs on its brand terms, keep track of competitor activity, and build strategies around its mobile offering, improving the marketing team's performance and ROI.

### The Goals

- Drastically reduce high CPCs on brand terms
- Identify keyword opportunities being utilised by rivals
- Develop strategy around growing mobile paid search

### The Results

- Halved CPCs on brand terms thanks to infringement reports
- Uncovered profitable keywords that had previously been missing
- Built future mobile strategy using data gathered by Adthena

### The Solution

- Chose Adthena to report on brand bidding with daily reports
- Used Adthena's keyword gap analysis to discover missing opportunities
- Utilised mobile function to unearth search trends

**"Being in a very competitive marketplace, it's vitally important that we have the capability to monitor brand activity. It's great for us to have the ability to monitor our trademark terms – it allows us to act on infringements. The CPCs were extremely high on brand terms and by introducing the infringement report, it's halved the CPC."**



Simon Wild, Digital Marketing Manager, Swinton Insurance



Customer Acquisition



Cost Savings



Brand Protection



Strategic Intelligence