

Adthena Real-Time: William Hill & The Melbourne Cup



The Problem

Bookmaker, William Hill operates in a high velocity sector, where the results of marketing campaigns often depend entirely on performance during a very small window of time. The brand experiences intense competition from other advertisers leading up to an event, so to succeed, an effective PPC strategy is essential.

Adthena's Competitive Intelligence Suite provides vital information on advertiser performance in their auction markets, enabling clients to outperform competitors on a daily basis. However, for William Hill, investigating competitive performance over 24 hours can be misleading when the bulk of competitor activity (and conversions) takes place in smaller period of time – for example, for the Melbourne Cup, the critical period is 12-3pm before the race starts.

The Results

"It was a very pleasant surprise that we were able to isolate so much detail in real time. Our goal was to maximize impression share across the major head terms, and maintain a #1 average position, in order to drive conversions. Seeing how close we were to this target as it was happening was a game changer. Adthena gave us a massive advantage; within a matter of minutes we were able to react to market changes and ensure we maintained our position strategy."

Tom Franklin, Digital Performance Manager for William Hill Australia

The Solution

Adthena helped William Hill gain critical competitive intelligence by building a brand new product, providing data on an immediate basis. It enabled them to adapt and react to the changing auction conditions and affect performance and results accordingly. The platform delivered the following:

- Real time data automatically updated every minute!
- Ability to view data over 1, 3, 5, 10 and 15 minute time intervals
- Ability to break data down into frequency or average position, and view current Ad Copy, all in one page
- Ability to isolate individual search terms or search term groups

The numbers speak for themselves.

For the 2016 Melbourne Cup campaign, William Hill achieved:

Impression share of 89% across the whole account, a YOY growth from 2015 of

26%

Impression share of 99.1% and average position of **1.0** across major head terms such as "Melbourne Cup" and "Melbourne Cup 2016"

Impression share of 100% on key William Hill brand terms, and 88% on competitor brand terms, a YOY growth of nearly

50%



Customer Acquisition



Cost Savings



Brand Protection



Strategic Intelligence