

Adthena: World First



The Problem

World First is an international leader in global money transfer, with tens of thousands of customers around the world. In order to nurture new territories and consolidate its position in existing regions, the company wanted to utilise a strong PPC strategy, but lacked the confidence to do so with the quality of data they received solely from Google AdWords. To help expand its knowledge of the market, grow its keyword lists and help battle brand infringement, World First sought out Adthena, the leading source of competitive intelligence for search. Working together, World First was able to successfully grow new territories, stay one step ahead of its rivals, and head off infringements before they become a problem.

The Goals

- Expand into new markets by developing targeted PPC campaigns
- Improve data and keyword quality with more accurate reporting
- Support TV advertising and reduce brand infringement

The Results

- Successfully launched in new territories with comprehensive campaigns
- Built greater confidence in data and improved campaign efficiency
- Identified rivals bidding on campaign-relevant terms and enabled action to stop it

The Solution

- Chose Adthena to provide competitive intelligence into PPC strategy
- Utilised "whole market view" to discover new keywords and analyse competitors' ads
- Set up automated reports detailing competitors bidding on TV campaign terms

"I've been really impressed with the way it collects data – it's very important to me to have an independent data set to rely on, both for building our global campaigns, as well as our core UK market. The impact has been great – it's given us a whole new way of being able to target our users around the world. Now we have the information at our fingertips."



Martin Pezet,
Search Marketing
Manager, World First



Customer
Acquisition



Cost
Savings



Brand
Protection



Strategic
Intelligence