



A soaring PPC share in the competitive travel market

With 76% of UK holidaymakers booking their breaks online, successful travel operators need to win as much of this market as they can – as cost effectively as possible.

One client of global media agency **MEC** achieved just that, thanks to Adthena.

Key results



36
%

Mobile usage

Of holidays are now booked on mobile devices.



70
%

Mobile impression share

MEC increased mobile impression share to 70% thanks to Adthena.



20
%

Cost per click

MEC reduced the cost per click on brand terms, using Adthena to monitor and report brand infringements.

The challenge

MEC's client offers package holidays to 18 separate destinations, each with fluctuating seasonal levels of demand.

To increase market share, each location needs unique PPC ad copy that targets the right keywords at the right times of year.

MEC turned to Adthena to help make it happen.

The solution

MEC put Adthena's automated intelligence tool to work, building powerful keyword lists that were tailored to each location and type of holiday.

It gave them insights that could never be replicated in scale or sophistication if done manually by the search marketing team.

The more MEC uses our tool, the smarter it becomes and the more actionable insights it offers.

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On a day-to-day basis, we deal with around a million keywords... Being able to look at keyword analysis, ad-copy and competitor insights [allows us] to make smart optimisations to our account.

Rob Stanley Jones Head of Paid Search, MEC.

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Talk to us today: 0203 603 8003 | hello@adthena.com

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Turn the page to see how it worked for MEC

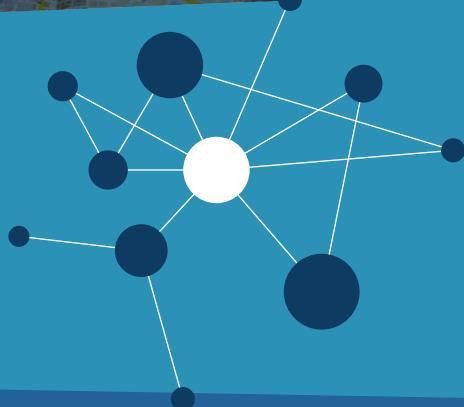


The insight

How Adthena boosted MEC's campaign

Whole market view outpaced competitors

With unrivalled competitive intelligence, MEC could analyse competitor activity across the whole marketplace. These strategic insights delivered a paid search campaign strategy that kept their client ahead of the competition.



Mobile intelligence increased market share

36% of holidays are now booked on mobile or tablet devices (Source: ABTA), but few competitors had a mobile-first strategy. MEC compared mobile and desktop performance and used the intelligence to optimise their mobile paid search campaigns – securing an impressive 70% mobile impression share.



Identifying brand infringement cut costs

MEC identified and reported brand infringements, resulting in a 20% cost-per-click reduction on brand bidding by preventing competitors bidding on these terms.

20
%

Powerful strategy built on insight

Adthena allowed MEC to identify both the top five performing and underperforming holiday destinations. By using Adthena to analyse what competitors were doing to target these, MEC built a strategy to boost sales across both.



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Turn the page to see the background working with MEC