

Winning big by increasing Average Revenue Per User by 113%

Kindred is Europe's leading online gambling operator serving over 20 million customers. The Group operates in 100 countries, and in over 20 different languages. The Kindred Group network includes Unibet, Maria Casino, Stan James and iGame. In Q3 2017, they processed between 16-18 million transactions every day.

Key results



Increase in 30 day
Average Revenue Per User
(Casino)



Increase in 30 day
Average Revenue Per User
(Sportsbook)

The challenge

Kindred Group had three clear objectives when it came to the paid search channel:

- 1) **Conduct keyword expansion to support wider growth targets.**
- 2) **Optimise towards Average Revenue Per User (ARPU).**
- 3) **Increase the synergies with other channels and teams, such as SEO and Affiliates, to increase cross-channel efficiency.**

To meet broad objectives, Kindred Group were looking for a complete competitive intelligence solution to empower search strategy and growth. They were also looking to benefit from Adthena's machine learned search intelligence, and to capitalise on insights to achieve their goals.

The solution

Kindred Group used Adthena's Search Term Opportunities feature to discover keyword opportunities identified by machine learning. By focusing their paid search investment around insights from the competitive search marketplace, they were able to optimise campaigns towards increasing Average Revenue Per User, and in one instance saw an increase in this metric by as much as 113% (30 day ARPU, Sportsbook).

Adthena's brand infringement features have helped them keep a watchful eye on aggressive bidding from competitors and affiliates, and expanding generic search terms has also meant greater synergy with their SEO campaigns.

Adthena allows us to see what competitors are doing in almost real time. We've managed to use the insights we get to optimize campaigns towards ARPUs, and to increase cross-channel efficiency with the SEO team. The competitive intelligence we get from Adthena has had a wide reaching positive impact on our business.

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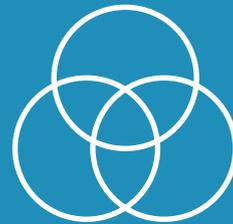
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The insight

Leveraging competitive intelligence to achieve broad and ambitious targets

Competitive intelligence

Adthena's competitive intelligence, which is powered by the Whole Market View, allowed Kindred Group to discover new keyword opportunities and maximise the competitiveness of their own campaigns.



Search Term Opportunities

Adthena's Search Term Opportunities dashboards, which are powered by machine learned insights of the competitive SERP, was used to expand their keyword universe, as well as to increase the synergy between paid and organic search campaigns.



Brand infringement monitoring

Adthena's brand infringement monitoring was used to protect brand terms on the Kindred Group's network, reducing the negative impact of aggressive competitor bidding as the brand expanded their search presence.



Organic search insights

Adthena's organic search data was used to support holistic search practices. For example, where an organic result was suffering in visibility due to competitor paid search activity, these insights were used by Kindred Group to optimise paid search efforts.



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