

# Becoming No.1 in search and increasing desktop click share by 51%

Jet2 is a low-cost airline based in the UK. In 2016/2017 over 7 million customers traveled with Jet2, with 3.46 million taking a package holiday and a further 3.64 million enjoying the flight-only product.

Jet2 have an average revenue growth of 19% p.a. and the company consider paid search to be a key investment channel in order to meet sky-high growth expectations.

## Key results



Increased desktop click share for Lanzarote specific search terms



Increase pure brand click share on mobile

## The challenge

Jet2 have several specific requirements for the paid search channel, and for Adthena's technology. Firstly, they expect paid search to drive revenues, and to contribute to the company's ambitious growth targets. Secondly, the competitive intelligence from search should help define and maximise the understanding of Jet2's audiences and target markets. Finally, as the brand grows, brand protection is an increasing priority, monitoring infringements and protecting valuable search terms from competitors.

## The solution

By using Athena's Head to Head comparison features, Jet2 were able to identify keyword opportunities based on competitor coverage in strategic areas. Using this method as a means of keyword expansion, between April and July 2017, **Jet2 went from being the 3rd biggest advertiser on a campaign for Lanzarote specific search terms, to 1st overall, boosting their click share by 51% in the process.**

By using Adthena's brand infringement and monitoring capabilities, Jet2 were also able to protect their growing brand from aggressive competitor bidding. As a result of this, **they were able to increase their mobile brand click share by 4%.**

*We use Adthena's valuable competitive intelligence to drive revenues from paid search. The Head to Head comparison helps us identify competitor search terms, and fuels our own keyword expansion as we scale. We also rely on Adthena's brand monitoring capabilities to protect our pure brand search share. As a brand in the travel space, having Adthena as a technology partner gives us confidence to pursue our ambitious growth targets.*

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The insight

# Expanding relevant search terms, and growing their share of the market

## Competitive Intelligence

Jet2 partnered with Adthena with a set of clear objectives, and were able to turn Whole Market competitive insights into measurable results. They continue to use Adthena for keyword expansion, brand protection, and to grow their search presence.



## Head to Head

Stronger, insight-based campaigns deliver immediate and ongoing savings in lower costs per click. This money is reinvested in paid search, delivering more business to Eurostar.



## Reacting to auction challenges instantly

Adthena's Head to Head comparison features enabled Jet2 to identify strategic opportunities based on competitor coverage, and to create highly targeted campaigns which could make an immediate impact.



## Search Term Opportunities

Adthena's Search Term Opportunities dashboards, which are powered by machine learned insights of the competitive SERP, were used to expand search terms that Jet2 were advertising on.



## Brand Protection

Adthena's brand infringement and monitoring capabilities, were used by Jet2 to protect their growing brand from aggressive competitor bidding.



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