

Boosting new sign ups, and increasing ROI on brand terms by 280%

Caravan Club is Europe's biggest touring community of campers, caravaners, and motorhomers. Founded in 1907, the company enables a community of caravaners to access over 3000 locations in the UK and Europe.

The club caters for all their member's travelling needs, and also offers a variety of other services with the intention of supporting and improving the lifestyle and holidays of its members. They offer a variety of insurance products including caravan, motorhome, car, breakdown, holiday, home and pet coverage.

Key Results



280%
Increase in ROI



6.76%
Reduction in
cost-per-lead



10x
Increase in
ad infringement
detection

The Challenge

Caravan and Motorhome Club were looking to gain visibility on competitors in their market. They were also looking for data to prove which competitors were appearing on their brand terms, and to track and record evidence of brand infringements.

Ultimately, Caravan and Motorhome Club wanted to leverage competitive intelligence insights to increase leads, conversions, and new member sign ups.


The Solution


By introducing new search terms discovered through competitive intelligence, Caravan Club were able to significantly boost new member sign ups, increasing ROI by 280% on brand search ad spend.

With Adthena's Whole Market View, Caravan Club identified an increased number of competitive infringements, and from a greater number of competitors than they were previously aware of. These competitors were advertising on their brand terms, hijacking brand equity in the SERP. With Adthena the brand gained data and recorded evidence of these brand infringements, which enabled them to take further action.

By reducing infringements on brand generics Caravan and Motorhome Club increased the efficiency of their own conversions, resulting in a significant increase in new sign ups, and a 6.76% improvement on their cost-per lead.

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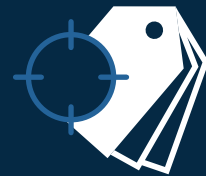
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The insight

With Adthena Caravan and Motorhome Club have brought competitive brand infringements under control

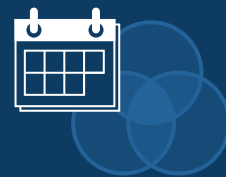
Brand Protection

Adthena identified a number of competitors bidding on brand terms than Caravan and Motorhome Club were previously aware of. Adthena's data helped them quantify how brand infringements from these competitors were driving up costs-per-lead, and with their customer success manager, subsequently created an action plan to help them address this.



Strategic Planning

Adthena's Strategic Planning helps Caravan and Motorhome Club understand how their search campaigns are performing relative to their competitors. Adthena provides an unrivaled understanding of the competitive search landscape, allowing them to track ad spend and search performance among their closest competitors.





Reporting and Success

Having quality data allowed Caravan and Motorhome Club to track and report on results and success after introducing brand protection measures. This enabled the brand to measure and iterate on their campaigns to encourage more new sign ups and achieve their success goals.



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