

# A leading price comparison website redefines its data-led business intelligence and recovers \$670K in annual revenue



## Challenge

A leading price comparison site, specializing in insurance and utilities, relies heavily on paid search to acquire new customers.

In a highly competitive and volatile market, it was critical for the brand to drive forward its proposition on search. The price comparison mogul needed to position itself strategically to cut through the competitive clutter and enhance both customer acquisition and retention.

To avoid losing market share, brand equity, and revenue to dozens of competitors on a daily basis, the brand partnered with us to develop their strategy with a renewed focus on budget allocation.

The key challenge was to redefine how they leverage data to directly inform the Executive Team, Product, Digital Agency/Paid Search and Legal (trademark management) business functions.

## Solution

Thanks to our AI-driven search intelligence technology, the company now leverages Adthena's granular Whole Market View data for its 12 products (from insurance to utilities), directly feeding into all teams through Market Share & Brand Infringement reports.

Through segmented data, the brand also built a Creative Intelligence report, which is leveraged by their digital agency, PPC and brand experts to align their digital strategy across channels and to drive product roadmap decisions.

The company now approaches budget and strategic planning armed with intel on relevant market trends and key analysis of potential new markets. The leadership teams are empowered to use market intelligence to inform their long-term business and product strategies.

With the business now utilizing a redefined approach to data-led insights, they can now proactively capture and prevent trademark infringements from over 20 competitors on a daily basis, resulting in more than \$670K of recovered revenue per year.

## Key results



\$670k

Annual revenue in USD recovered from trademark infringements



Daily monitoring of 20+ competitors stealing brand equity



5 days

Time saved on assessing competitor messaging each month



Improved budget planning cycles and allocation, thanks to Smart Monitor



Implementation of data-led insights across 5 business teams

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*“As an online platform, we rely heavily on our paid search strategy to bring new customers to our website. With Adthena, we’re able to apply insights on competition across every area of our business, from front-line PPC teams all the way up to product owners and senior executives.*

*Having an industry-leading strategic partner for competitive intel gives us a huge competitive advantage to win in our market.”*

Head of Paid Search,  
Leading Price Comparison Website

## See how we can help you reach, acquire and retain customers



### Define your universe

Make informed, strategic decisions with your very own machine-learned **Whole Market View**



### Capture every move

Stay ahead of your rivals with **Smart Monitor**, an automated AI threat and opportunity-detecting technology



### Empower your teams

Leverage our vertical industry expert consultants, delivering benchmark reports through customized **Solution Services**



### Data-driven strategy

Achieve your strategic business goals with ease, thanks to our daily refreshed AI-powered **Data Segmentation**

**Learn more about Adthena’s technology today.**

Maximize your search performance by leveraging AI to monitor your entire competitive landscape. Learn more about Adthena today.

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