Case Study
Volkswagen

Volkswagen achieves a 13% increase in brand conversions with strategic insights from competitive intelligence

Overview

Volkswagen leveraged Adthena's competitive intelligence and Smart Monitor to regain a 98% impression share and a CTR that surpassed their overall performance. As a direct result, the automaker saw a significant increase in conversions and a decrease in CPA across its brand campaigns.

Increase in conversions
13%

Decrease in CPA
30%

Main Challenges

For automotive giant Volkswagen, paid search is an essential channel to reach, engage and convert customers. The company partnered with its agency, PHD, and Adthena to monitor competitors and protect its leadership position. As they expanded their vehicle offering, Volkswagen also wanted to reach new markets by capitalizing on underfunded generic terms.

The company deployed a strategy to expand coverage by reallocating budget from brand to generic terms. However, the automaker was losing customers at the bottom of the funnel – customers with the highest likelihood to convert. What happened next could have been a disaster if Volkswagen's agency hadn't been using Adthena's market intelligence to inform their strategies.

Solution

Thanks to Adthena's Smart Monitor, PHD was immediately alerted to Volkswagen's sudden drop in market share. With Adthena's Whole Market View technology, PHD had the evidence to show Volkswagen the causes of market decline and validate strategic action. Adthena showed exactly which dealers and affiliates were bidding on Volkswagen's terms, providing a clear roadmap to recapture lower-funnel performance.

Without Adthena's market intelligence, Volkswagen might have gone months without realizing what happened and why. Instead, PHD quickly adopted a new strategy that closed the sales loop and still drove new business. In just one month, Volkswagen regained a 98% impression share and a click-through-rate (CTR) that was 167% higher than their overall performance.

As a direct result, Volkswagen saw a remarkable 13% increase in conversions and a 30% decrease in cost per acquisition (CPA) across their total brand campaigns, turning a potential loss into a significant gain.

87%	167%	98%
lower CPC relative to overall account performance	higher CTR relative to overall account performance	impression share regained through brand bidding

"Adthena is far more than just a data tool. It's an insight platform that has revealed countless opportunities to improve our accounts. By using Adthena, we can identify where competitors are encroaching on our market, and quickly take action.

At the end of the day, Adthena enables us to make strategic recommendations that help move the needle for our clients in a very important way."

Laia Pérez Puigdomènech
SEM, PPC and Social Specialist

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

Strategic Intelligence
Gain unrivalled competitive clarity to optimize your digital marketing strategies and maximize revenue

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

Maximize brand engagement
Engage with your customers by turning competitive gaps and market changes into opportunities

Empower your teams
Leverage our industry expert consultants, delivering bespoke reports through customized Solution Services

Learn about our technology today.

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

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