

AllClear Travel partners with Adthena to guide its post-COVID strategy



Challenge

During COVID-19, AllClear Travel faced an extraordinary challenge: How do they plan their search budgets while travel is at a standstill?

To protect the business, AllClear had already reduced paid search budgets to a minimum. Yet, it was essential to have the right tools to understand when the market would return, who they would compete against and whether they were ideally positioned to gain market share.

While AllClear adapted to the new reality, they relied on Adthena each day for access to valuable market insights.

Solution

Faced with uncertainty, AllClear used Adthena's machine-learned market intelligence as a source of direction.

Without access to critical data from Auction Insights, AllClear's C-Suite relied on Adthena to predict when the market would pick up and how they could win back consumers at that key moment. By monitoring market trends, the company could focus on understanding and targeting the new customer segments that would be the first to return.

Adthena also provided key insights at the C-level. Adthena's competitive insights are now shared internally, equipping the entire management group with vital insights about their market and where it is headed.

Key results



Data-Driven Strategy

Integration of Adthena's insights across AllClear's Digital, Insights and Commercial teams



C-Suite Intelligence

CEO briefed on new market movements on a daily basis



Strategic Planning

Ability to accurately estimate consumer demand to plan market re-entry

“

Trying to plan our paid search strategy during the COVID-19 pandemic has been a roller coaster - there's just so much unpredictability. But with Adthena, we can track directional trends as they happen, to make informed decisions. Adthena enables us to closely monitor demand and has been particularly useful to determine when and how we resumed our campaigns. It's a key tool for our business. ”



David Gomez
Insurance Director, AllClear Travel

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

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

Talk to us today

hello@adthena.com

UK Office

+ 44 203 603 8003
Adthena Ltd, 9th Floor, Fountain House,
130 Fenchurch Street, London, UK,
EMC3M 5DJ

Aus Office

+61 2 9331 7251
Adthena Australia, Suite 123B, Level 2,
12-26 Argyle Street, The Rocks,
NSW, 2000, Australia

US Office

+1 512 664 2027
Adthena Ltd, 720 Brazos Street
Austin, TX 78701