

Case Study

AllClear Travel


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



Overview

In a global pandemic, AllClear Travel faced extraordinary uncertainty. They needed market insights and monitoring to know what the landscape would look like as they planned their strategy. Adthena's insights provided a vital source of visibility for the AllClear C-Suite and management team to understand where the market was headed.

Data-driven strategy



C-Suite intelligence



Main Challenges

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.



Data-driven strategy
Data alignment across digital, insights and commercial teams



C-Suite intelligence
CEO briefed on new market movements on a daily basis



Strategic planning
Accurate estimation of consumer demand

“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

Learn about our technology today.

Maximize your search performance by leveraging AI to monitor your entire competitive landscape.

[Learn more about Adthena today.](#)

Request a demo



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