

Case Study

Eurostar

Increased revenue and reduced advertising costs for Eurostar



Overview

Eurostar is the only dedicated passenger train provider between continental Europe and the UK, but it still faces intense competition on paid search. To better monitor and manage how its resellers were bidding on its branded terms, Eurostar needed visibility into who was bidding and how aggressively. Adthena gave Eurostar and its agency the intelligence needed to control the impact of reseller brand bidding on its paid search budget and ROI.

CPC reduction
on main
brand terms

45%

CPC saving
for reinvestment
in growing areas

37%

Main Challenges

Supported by its digital marketing agency, iProspect, Eurostar wanted to manage the way resellers bid on its brand terms.

Adthena immediately provided automated intelligence on who was bidding on Eurostar brand terms and, in one case, identified a reseller who was bidding aggressively as part of a wider digital and traditional media campaign. This was significantly inflating CPC for Eurostar.

Solution

Using metrics from Adthena, iProspect and Eurostar were able to analyze **ad copy, engagement and search trends** to build an agile bidding approach that would maximize revenue and cut costs.

Thanks to Adthena's Whole Market View, the iProspect team has immediate access to new opportunities - enabling them to quickly implement efficient paid search strategies. These stronger, insight-based campaigns deliver immediate and ongoing savings that are ultimately re-invested back into paid search.

Lastly, when a competitor or affiliate bids on brand terms or new keywords, Adthena alerts the iProspect team immediately, allowing them to **take action before costs soar or opportunities are missed**.



Reduction on CPC
45% reduction on main brand terms



Saving on CPC
37% CPC saving for reinvestment in growing areas



Agile bidding
Ability to respond to changes in real time

“By using Adthena, we were able to save money on our CPCs without investing a single penny more. We’ve already started to trial this strategy with Adthena support in France and UK, achieving astonishing gains.

As a result, Eurostar can generate extra revenue through simple efficiencies on keywords. Savings have been reinvested into other core areas.”

Turan Kasimova, Search Director, iProspect



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 the performance of your search campaigns by exploiting competitive strategies.

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