

## Case Study

# Greenlight

With 90% higher productivity,  
Greenlight can give 110% to clients



### Overview

Digital agency Greenlight helps clients understand their customers and improve campaign performance using data-driven insights. By partnering with Adthena for paid search intelligence, Greenlight dramatically improved staff productivity and campaign results for a key retail client.

Productivity  
improvement

+90%

Time saved on  
competitive analysis

5 hours

### Main Challenges

Greenlight is a multiple award-winning digital and commerce agency based in London that designs, builds, consults, trains and implements transformational strategies for its clients. Its focus is to help its clients understand their customers through data-driven insights; focusing on the end user enables its clients to achieve better campaign performance, seize opportunities, and leapfrog the competition – all of which require speed and efficiency.

In 2019, Greenlight partnered up with Adthena to monitor competitor strategies and optimize PPC results for one of its leading retail customers. On top of market visibility, Adthena delivered huge gains in productivity for Greenlight – saving days of analytical drudgery and delay.

### Solution

Greenlight implemented [Adthena's Campaign Optimization solution](#) on behalf of its retail client to get a granular view of competitive strategies and keyword performance during a crucial holiday season.

With Adthena's [AI-powered Whole Market View technology](#), Greenlight was able to instantly analyze competitor performance by device and quickly analyze competitors' ad copy— tasks that previously took hours and days to complete using conventional tools.

By eliminating those delays, Greenlight was able to provide insights to its client sooner and devote more time to strategic planning and execution for the retailer. For Greenlight, better productivity means better service and better client results.



5 hours  
Time saved on competitive analysis



6 hours  
Time saved on competitor performance analysis per device



6 days  
Time saved on ad copy analysis

“Adthena’s level of **keyword and competitor data granularity** cannot be found in any of our existing partners. Furthermore, we’re now able to invest time in what matters the most for our clients, optimizing their campaigns and developing winning strategies.

Since partnering with Adthena, we now reach more of our client’s objectives, helping them win in their competitive landscape. Adthena’s team has been instrumental in helping us get the most of Adthena’s Campaign Optimization solution and platform and ultimately reaching our goals.”



**Maddie Thomson**  
Account Director,  
Greenlight Digital



## How Adthena’s Campaign Optimization solution works

### Whole Market View

Rapidly respond to market shifts and competitor movements to capitalize on opportunities for new performance using our always-on, AI-powered Whole Market View technology

### Advanced competitive benchmarking

Get daily insights to proactively monitor, analyze and granularly optimize campaign performance vs your competition

### AI-driven categorization

Expand your market coverage and reduce campaign costs by focusing only on the most relevant product categories

### Continuous ad enhancements

Continually improve your text and PLA ad performance vs your competition, using machine-learned insights on ad formats, copy, creative and ad placements

### Award-winning services

Enjoy support and strategic guidance at every step of your journey thanks to our world-class customer service team

Maximize the performance of your search campaigns by exploiting competitive strategies.

[Learn more about Adthena today.](#)

Request a demo



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