Case Study
Koala

With always-on competitive monitoring, Koala reduced cost per acquisition by 45%

Overview

As a digital-first player in the Australian mattress market, Koala needed to understand and monitor its rivals' search strategies in order to compete and grow. With Adthena's Smart Monitor, Koala now has always-on intelligence to quickly respond when competitors encroach on its market share, allowing them to reduce costs and improve their reach.

Reduced overall CPA by

45%

Increase in impression share

10%

Main Challenges

Koala is an Australian retailer specializing in mattresses and home furnishings that is revolutionizing the furniture shopping experience. As a new digital-first entrant disrupting a well-established industry, the company needs to be laser-focused on its competition in order to grow market share.

On the path to growth, Koala operated in competitive blindness, unable to understand how competitors' strategies compromised their search performance and impacted their campaigns.

The company partnered up with Adthena to proactively counter threats to performance, especially during critical sales periods and new product launches.

Solution

Thanks to Smart Monitor, Koala is now the first to know about its competitors' latest strategies.

Using Adthena's AI-powered technology, Koala can immediately defend its position when competitors close in on its market share or target its customers. As a result, Koala has been able to reduce overall CPA by almost 45% and improve share of impressions on core product terms by 10%.

By leveraging Adthena, Koala can make informed decisions about campaign strategy in response to aggressive competitor movements. Beyond providing competitive insights, Smart Monitor also automates manual processes for Koala, freeing up approximately six hours of staff time each month.

Adthena

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"**Smart Monitor allows me to make informed decisions** on whether or not we need to defend our position and change our bidding strategy. Using this feature, I can easily identify threatening competitor movements or new competitors entering my search term groups.

For our business, it's critical to stay on top of competitor movements, and now **Smart Monitor is an essential part of that process**. In many cases, Smart Monitor provides the insights that ensure we're increasing our visibility online as much as possible."

Janet Ranola
Paid Media Manager,
Search & Programmatic,
Koala

See how Adthena's Smart Monitor technology can help you stay ahead of your competition

Mitigate threats to performance
Monitor potentially damaging competitor movements across your entire landscape with AI-powered threat detection technology

Seize market opportunities
Stay on top of your competition with intelligent tracking of daily market changes using the industry's richest competitive intelligence dataset

Save time and resources
Respond quickly and confidently to competitor movements based on automated alerts and granular analysis

Validate strategic decisions
Act with assurance thanks to an advanced analysis of the specific search terms driving each competitor's movement in your landscape

Make it your own
Personalize your alert triggers by frequency, search term group, competitor and movement threshold

Learn about our technology today.

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

hello@adthena.com
Adthena.com

Request a demo