Mazda drives 31% dealer efficiency with Adthena

Mazda are the world’s largest independent car manufacturer which allows them to be reactive and adaptive in the ever changing world of the automotive industry.

They came to Adthena to help monitor a new program for their national dealer network in order to drive efficiencies and protect their brand message in paid search.

Key results

1ST

position on all high priority keywords

98%

Reduction in franchise bidding

31%

Cost efficiency

Increase conversion rates across the dealer network

The challenge

With 137 dealer franchises in the UK and a competitive market comprising of other manufacturers, aggregates and press sites, CPCs in the Google auction were inefficient and costly. Furthermore, 137 different PPC accounts and strategies also meant that the Mazda brand message was being diluted, creating a poor and confusing customer journey.

The solution

Launched in unison with their dealer program, Adthena enabled Mazda to align dealer accounts to their own strategy and monitor a defined set of keywords to be used by the network. This enabled all parties to improve efficiencies, reducing the cost of the auction and improving conversion rates for the whole network.

Additionally, Mazda used competitor groups to separate the dealerships from other competitors which allowed them to focus their brand strategy versus their dealer program.

Working closely with Adthena and our whole dealer network on such a large scale has really drawn efficiencies in our PPC account. We’ve gained a more holistic, transparent view of our whole market and we use the tool to arm ourselves when having conversations with the dealer network so we can educate them and improve efficiencies in their own accounts.

Abi Shepherd  Digital Marketing Specialist at Mazda

Talk to us today: 0203 603 8003 | hello@adthena.com

Adthena, Fountain House, 130 Fenchurch St, London EC3M 5DJ
Adthena’s best features are its user-friendly interface and dashboards. We ensure that we use the reports every day to pull as much granular-level detail as is possible.

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