

# Cutting brand CPCs for Princess Cruises Australia by 69%

Princess Cruises Australia is owned by Carnival Corporation & PLC, the world's largest travel leisure company. The Princess Cruises team in Australia, with the guidance of their agency MediaCom, sought to drive new customer acquisition by targeting holidaymakers at the planning stage of their buying journey but needed to reduce the CPC of their brand campaigns in order to refocus spend on broader search terms.

Adthena was able to deliver these results with quick and lasting success.

## Key results

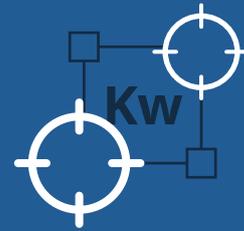
**Princess Cruises** saw huge success using Adthena's competitive intelligence data, including:



Reduction on brand CPCs



Increase in visits from paid search, year-on-year, in January 2017



React quickly to market changes and improve bidding accuracy

## The challenge

Aggressive brand bidding by competitors was driving up the CPC of **Princess Cruises'** paid search campaigns. In order to meet their business objectives, they needed to reduce spend on brand terms and invest budget on broader search terms to target new audiences researching their next holiday.

## The solution

Adthena allowed **Princess Cruises** to quickly and effectively reduce their CPC by monitoring brand terms and identify competitor infringements. They then used Adthena to create bidding rules to maintain the top position for their brand terms.

They used Adthena to identify new high-performing, low-competition keywords, resulting in two thirds more website visits via paid search than the previous year.

*Adthena's Competitive Intelligence solution gives us vital information on advertiser performance in relevant auction markets, allowing us to identify new opportunities, outperform competitors and significantly cut the average CPC for our brand terms.*

**Nick Ferguson** Marketing Manager, Princess Cruises Australia

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Get in touch with your Sales Representative or contact [hello@adthena.com](mailto:hello@adthena.com)

+61 2 9331 7251 | Adthena Australia, Suite 123B, Level 2, 12-26 Argyle St, The Rocks, NSW, 2000, Australia

Turn the page to see how it worked for Princess Cruises

The insight

# Princess Cruises stay ahead of the Search game thanks to real-time automated intelligence

## Automated reports keeping competitors at bay

Adthena gave instant intelligence to **Princess Cruises** whenever a competitor bidded on one or more of its brand terms. The team were able to react quickly to changes as they happened, resulting in a lower average cost per click and consistent higher rankings for its own terms.



## Power to invest in new search terms

**Princess Cruises** made significant savings on their brand terms and were able to invest budget in targeting new customers unaware of their cruise offering. Adthena insights helped them discover which terms to bid on to drive the growth they needed.



## Increase in search traffic leading to customer acquisition

The extra investment in new search terms resulted in a major increase in website traffic. They were able to reach new audiences at a crucial point in the buying journey, resulting in more holidaymakers booking their cruise with **Princess Cruises**.



## Improved bidding accuracy from a whole market view

Adthena's whole market view gave **Princess Cruises** real-time actionable intelligence to improve their bidding accuracy and lower their average CPC. Using machine learning they were able to continuously identify new keywords giving them an advantage over their competitors.



*Our partnership with Adthena has been an integral element of our digital performance. The improved results in our client's SEM campaigns speak for themselves. Adthena has enabled my team to use their expertise in SEM to not only identify and quantify areas of opportunities but most importantly maintain and drive performance of our accounts.*

**Mark Johnson** Digital Group Director, Mediacom Australia



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Turn the page to see the background working with Princess Cruises