

# How William Hill dominated Paid Search for the Melbourne Cup

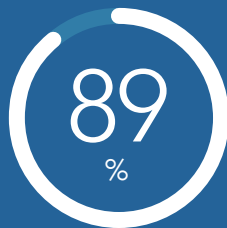
Operating in a fast-moving and highly competitive sector, bookmaker William Hill Australia needs to dominate the paid search market in the hours and minutes before a sporting event – when search and betting activity are at their highest.

Thanks to Adthena Real-Time, the firm left competitors standing as it won and maintained an average PPC listing position of #1 in the lead-up to the 2016 Melbourne Cup, one of the richest and most famous horse races in the world.

## Key results

1  
No.

**Average position for major head terms**  
Including 'Melbourne Cup'



**Impression share across whole account**  
A year-on-year growth of 26%



**Competitor brand terms impression share**  
A near 50% growth

## The challenge

Paid Search campaigns for events like the Melbourne Cup depend on fast-moving, optimal performance during a very short time window before the race. The critical period for the Melbourne Cup is between 12pm-3pm, when search and betting activity spikes – and competitor activity is most intense.

This makes investigating competitor performance over 24 hours fruitless – it needs to be monitored moment by moment. And this is how Adthena Real-Time gave William Hill the edge.

## The solution

Adthena Real-Time provided William Hill Australia with minute-by-minute competitor and performance data, allowing them to adapt and react to changing auction conditions immediately, boosting results and performance as a result.

*"We were able to isolate so much detail in real time. Our goal was to maximise impression share across the major head terms and maintain a #1 average position to drive conversions. Adthena gave us a massive advantage – within minutes we could react to market changes and maintain our position strategy."*

**Tom Franklin** Digital Performance Manager, William Hill Australia

**Talk to us today: 0203 603 8003 | [hello@adthena.com](mailto:hello@adthena.com)**

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Turn the page to see how it worked for William Hill

The insight

# How Adthena turbocharged William Hill's campaign

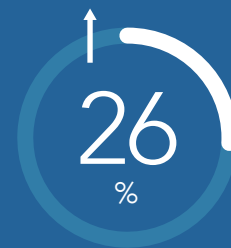
## Actionable insights to beat the competition

Adthena is an automated solution that learns the more it is used. Real-time, actionable insights allowed the William Hill team to catch competitors on the hop and change the course of their campaign within moments - keeping them ahead in the paid search rankings and converting more clicks into valuable custom.



## Outperforming previous success

Adthena allowed William Hill to drastically increase its impression share on all devices, compared to previous years. The campaign resulted in a **26% increase in impression share for 2016's Melbourne Cup.**



## Powerful results in a tight timeframe

William Hill needed to outperform its competition in a tight window of three hours, between 12pm and 3pm on the day of the race. Because only Adthena could deliver real-time intelligence (in one-minute intervals when needed), it gave the team a secret weapon that left competitors trailing. Only William Hill could break down data into frequency and average position - and view current ad copy - all on one page.



## Maintaining strong brand presence

Adthena is an always-on solution, meaning William Hill can maintain 100% brand presence across search at all times, quickly pick up on brand infringements and drive down the cost of its PPC campaigns - while boosting their results.



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Turn the page to see the background working with William Hill