

## Case Study

# Marks & Spencer

How Britain's most loved retailer protects its market leading position



### Overview

Iconic British retailer Marks & Spencer (M&S) utilizes Adthena's strategic insights every day to protect its market leadership. Since 2017, the beloved brand has used Adthena to monitor competitors, benchmark performance, plan strategy and optimize results.

Total group revenue  
as of May 2020

£10.2Bn

Hours saved weekly on  
category monitoring

10

### Main Challenges

Retail giant M&S needed both a birds-eye view of the market for strategic planning, as well as granular data for day-to-day search decisions.

In a competitive market with new shifts each week, M&S needed a quick way to understand the most significant competitor movements affecting their strategy. Specifically, they needed competitive intel to guide big-picture thinking across five key categories: sportswear, furniture, sleepwear, kidswear and denim wear. The retail behemoth needed to understand whether market changes posed a real threat to their campaigns and, if so, what should be done in response.

On a more granular level, M&S needed data to tweak ad copy, pause and restart campaigns, and modify their search spend by category. During chaotic weeks, they also faced the challenge of determining whether outcomes were a result of internal campaign decisions or the market at large.

Finally, the digital team needed to keep senior stakeholders and executives informed on trends in each category, escalating risks and opportunities to inform the wider multichannel business strategy.

### Solution

#### Competitive clarity

M&S monitors share of spend vs share of competitors to gauge competitive levels in each category. With Adthena providing transparency into how much competitors are spending, the business can now adapt its strategy in response to competitor movements and spend levels.

#### Strategic planning and prioritization

Beyond accessing metrics, M&S leverages Adthena's Weekly Highlights Report to aid in strategic planning and prioritization for their agency team each week. By understanding the biggest movers in their market over each weekly period, M&S can identify the core drivers of performance. As a result, their paid search team can confidently explain outcomes and map out next steps.

#### C-suite insights

M&S leverages Adthena's insights at every level of its business, sharing intelligence across diverse digital and marketing teams all the way to the C-suite. Now, Adthena is a must-have tool that allows M&S to understand market dynamics, including which competitors have shot up or dropped out and how they should adapt.



5 categories  
monitored by Adthena



Partner of choice  
in competitive intelligence out of  
all available tools in the market



Insights leveraged  
by PPC and category  
teams, as well as business  
unit directors

“Adthena is a vital tool not just for tactical campaign decisions, but also for our overall strategy. It provides competitive data to validate investments, defend against competitor moves, and steer our strategic decision making in all areas of search. Our team uses Adthena every week, and we can’t get the same level of reassurance for our PPC campaigns anywhere else.”



**Karen Luff**  
Paid Search Manager,  
Marks & Spencer

### How different teams at M&S use Adthena’s data



#### Paid Search Teams

Guide day-to-day campaign decisions and inform key priorities for each week



#### Category Teams & Business Unit Directors

Adapt strategy and business planning in response to competitor movements



#### Marketing Directors

Escalate risks and alert the wider marketing team of new or returning entrants

### See how we can help you reach, acquire and retain customers

#### Define your universe

Make informed, strategic decisions with your very own machine-learned Whole Market View

#### Strategic Intelligence

Gain unrivalled competitive clarity to optimize your digital marketing strategies and maximize revenue

#### Capture every move

Stay ahead of your rivals with Smart Monitor, an automated AI threat and opportunity-detecting technology

#### Maximize brand engagement

Engage with your customers by turning competitive gaps and market changes into opportunities

#### Empower your teams

Leverage our industry expert consultants, delivering bespoke reports through customized Solution Services

Learn about our technology today.

Maximize your search performance by leveraging AI to monitor your entire competitive landscape.

[Learn more about Adthena today.](#)

Request a demo



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