

Case Study

Origin Energy

Origin Energy achieves a 15% increase in market share with local search intelligence



Overview

Origin Energy is a nationwide energy provider in Australia, but market conditions in central Queensland are very different from, say, coastal Victoria. Thanks to Adthena's custom location data, Origin Energy can easily monitor conditions in each state, optimize its search campaigns region-by-region, and respond with precision.

Hours of time saved each month

8+

Year-on-year increase across share of clicks, spend and impressions

10-15%

Main Challenges

Partnering with their agency, Atomic 212, Origin Energy recognized that each region presented distinct opportunities and threats.

For example, each state has different operating tariffs that regulate ad messaging. And each region has its own consumer search patterns, sales targets, and competitive players.

To reach Origin Energy's company-wide sales goals and region-by-region targets, Atomic 212 needed the ability to optimize and fund paid search campaigns by state. What's more, it needed hard data to justify that approach. By using Adthena to map out the competitive landscape in each location, Atomic 212 got the answers they needed.

Solution

By using Adthena's [targeted location data](#), Atomic 212 is able to benchmark Origin Energy's share of clicks, impressions, and spend by region. Adthena makes it easy to filter data and search term groups by geography and understand each state's unique competitive landscape. The agency can see competitor moves and [search trends state-by-state](#) and allocate budget accordingly. And as local regulations change, Origin Energy can easily [adapt its local ad messaging](#) to stay compliant.

With clear, granular data in hand, Atomic 212 can credibly recommend strategies to its client on biddable media and budgets and [justify reallocations to or from a region](#).

Benchmarking their share of spend in each location is especially useful to confidently recommend how much Origin needs to spend to see a meaningful increase in share.



8 hours
of time saved per
month using Adthena



10%-15% increase
across the share of clicks,
spend, and impressions in
each state year-over-year



Improved ROI
based on data-driven budget
allocation for each key state

“It’s important that our clients understand the rationale and strategy behind anything we do or recommend. With Adthena, it’s easy to show the Origin Energy team why we propose certain campaign decisions or to shape the business case for location-specific budget adjustments.”



Taylor Suen
Performance Director,
Atomic 212



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.](#)

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