

## Case Study

# Legal & General

Legal & General use Adthena to position itself as the UK's #1 retirement brand



### Overview

Legal & General is one of the UK's leading financial services groups and a major global investor. The company is the largest investment manager for corporate pension schemes and a UK market leader in pension risk transfer, later life mortgages, life insurance, workplace pensions and retirement income. When it comes to their retirement business, the company uses Adthena to protect its position and benchmark success.

# 60%

increase in market share

# 160%

increase in conversions YoY

### Main Challenges

On a journey to becoming the UK's #1 retirement brand, Legal & General looked to Adthena to evolve their market positioning.

Continuing to strengthen the company's positioning within the retirement space was paramount; they wanted to go beyond a product focus and emerge as the leading brand for retirement.

Partnering with Adthena to benchmark their performance, Legal & General sought to understand how to position their brand effectively across all marketing channels, not just search.

### Solution

With granular data from our platform, Legal & General charted out a positioning strategy to achieve their vision.

By benchmarking their market share in both "General Retirement" and "Retirement Product" categories, the company could segment their competitors into categories such as **leaders, challengers and rising stars**. Adthena's data revealed that no player had claimed a leadership position in retirement - leaving a huge gap in the market.

Using Adthena's data and insights, Legal & General gained a more nuanced view of the competitor space, supporting C-suite executives on overall strategy. As a result, **Legal & General saw a 60% increase in market share in the retirement category and a 160% increase in conversions year-over-year.**

Now, Adthena serves as an integral asset to better understand channel performance, unify messaging and measure success.



**+60%**  
increase in category  
market share over 6 months



**+140%**  
increase in like-for-like  
search visits year-over-year



**+160%**  
increase in conversions  
from search year-over-year

“Adthena’s insights are an integral part of understanding where we are within the marketplace and supporting what we do next as a business. Because of Adthena, our digital marketing team is the first to know about new competitor strategies in our market. This helps us build more credibility for search as a strategic channel for the business, particularly with senior stakeholders.”



**Sean Philip**  
Head of Digital & Direct  
Marketing, Legal & General  
- Retail Retirement



## 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.  
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