

## Case Study

# PrettyLittleThing

PrettyLittleThing enters the US market in style, driving a 47% increase in market share



### Overview

As a catwalk-inspired style brand for women, PrettyLittleThing believes style should be accessible to all - and that means going beyond borders. When the brand entered the US market, it immediately made a big splash with celebrity partnerships. But making your entry into a major market is not exactly a trip down the catwalk. Helped by Adthena, PrettyLittleThing was able to scale up their presence in the US fashion market - making that year one of its strongest years ever.

Share of clicks on  
Google Shopping ads  
increased by

225%

Share of clicks on  
generic text ads  
increased by

47%

### Main Challenges

PrettyLittleThing's first challenge was to get a handle on the new competitive set it would face in the US.

While there were multiple existing UK fashion brands to contend with, there were also established US brands, including brick-and-mortar stalwarts with online outlets and loyal followers. PrettyLittleThing needed a clear assessment of the entire competitive landscape to identify opportunities, find its niche, and drive sales from day one.

Second, the company needed to understand each competitor's unique strategy. Who led in which categories and dominated which keywords? Answering those questions at a granular level would help ensure every campaign had maximum impact.

Finally, as its brand awareness began to grow, PrettyLittleThing also needed a strategy to leverage generic terms and capture traffic at the bottom of the funnel. The brand's iconic celebrity partnerships gave them brand authority, but they also needed tactics to connect with customers who were ready to buy.

### Solution

#### Visibility into market trends

PrettyLittleThing used our market trends feature to map out their competitive landscape in the US. By getting in-depth detail on share of clicks, spend, and impressions, the company was able to understand all of their niche, direct, and super competitors. Adthena provided visibility across devices, on both text and product listing ads, and for both paid and organic search - for a truly comprehensive view of competitor activity.

#### Strategic intel and tactical recommendations

After identifying its new competitors, PrettyLittleThing used our instant head-to-head report to identify which search terms their top competitors appeared on. The report provided the data necessary to both evaluate each competitor's strategy and generate a list of specific terms to incorporate in its Google Ads campaigns.

Thanks to Adthena's competitive insights, PrettyLittleThing appeared on 1,400 additional terms with text ads and shopping ads compared to the previous year. As a result, they saw a massive 47% increase in share of clicks on generic text ads and a 225% increase in Google Shopping ads year-over-year.



**+47%**  
increase in share of clicks on text ads vs. previous year



**+225%**  
increase in share of clicks on Google Shopping ads vs. previous year



**+1,400 new terms**  
Appeared on 1,400 more search terms vs. previous year

“Search is the channel we rely on to drive lower-funnel decisions that bring in new revenue. With Adthena’s data, we were able to increase share and appeal to our trendy, fashion-forward customers who are already in the market for our products. We now use Adthena for intel in six of our markets globally - and as we expand, we’ll continue to look to Adthena for insights.”



**Matt Holmes**  
Head of Digital Marketing,  
PrettyLittleThing



## 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

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

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### Maximize brand engagement

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