

Case Study

GIMO

GIMO halts the bidding wars, saving €1.12M annually for their clients

Overview

GIMO is a specialist digital marketing agency for the gaming industry. In 2019, they saw their cost-per-clicks (CPCs) rise sharply for their clients, primarily due to competitive brand-bidding among rivals. By tapping into Adthena's paid search intelligence, GIMO reduced their brand CPCs by 47% and generated €1.12M in annual savings.

47%

Reduction in brand CPCs

€1.12M

Generated in annual savings

Main Challenges

GIMO set an ambitious goal: reduce their overall brand spend by 25% year-over-year. To achieve that, they would need to find every opportunity for campaign efficiency.

The team knew that improving quality scores would get them part of the way there, but the larger challenge was to combat the bidding wars brought on by competitors.

Brand bidding is commonplace in PPC and largely unchecked across many verticals, including gaming. And beyond direct competitors, brands also need to stay on top of their affiliates.

In an effort to curtail brand bidding, good-faith agreements are often put in place. However, these are difficult to enforce in a timely way, and continuously monitoring and enforcing infringements manually is very labour-intensive.

Solution

First, by improving quality scores, GIMO was able to make an 8% dent in their brand spend.

Then, they set their sights on brand bidding. Adthena's [Whole Market View](#) gave GIMO the visibility into exactly which advertisers were bidding on their brand terms. Our brand protection tools completely automated the process of monitoring rivals' ad terms, saving the team hours of time.

Each day, GIMO leveraged Adthena's [infringement reports](#) to identify violators and take action. With that data in hand, they were able to negotiate executive-level agreements with partners to halt the bidding wars. Just as important, they had clear evidence with which to enforce those agreements.

The results were significant: the agency reduced brand CPCs by 47% and also generated 85% more brand clicks for their clients vs. the previous year. The higher volume of clicks and lower CPCs translated into savings of approximately €1.12M on brand terms.



€1.12M
in weighted savings
year over year



85%
increase in brand clicks
year over year



47%
reduction in brand CPC
year over year

“Adthena has been instrumental in our digital marketing efforts. Their cutting-edge technology, paralleled with their highly skilled sales/AM teams, has helped us get a deep understanding of the competitive landscape in a brutally competitive industry such as ours. Adthena’s AI-powered platform sends us detailed reports and has helped save our clients a lot of time and money. We thank Adthena’s efforts to help us and look forward to our continued collaboration.”



Vinay Ranganath
Head of Paid Search (PPC),
Global Interactive
Marketing Online



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