



SEM Harmony: A match made in heaven

Why align PPC and SEO?

When your paid and organic strategies are disjointed - with different KPIs and teams, you risk wasting a lot of money and getting sub-optimal performance. The fact is, the most successful marketers have a unified strategy.

Winning on search is essential

76%

of Google Ads budgets fail to reach targets

46%

of global digital ad revenue is influenced by paid search advertising

57%

of marketers plan to use AI applications in the next two years

The benefits of paid and organic synergy

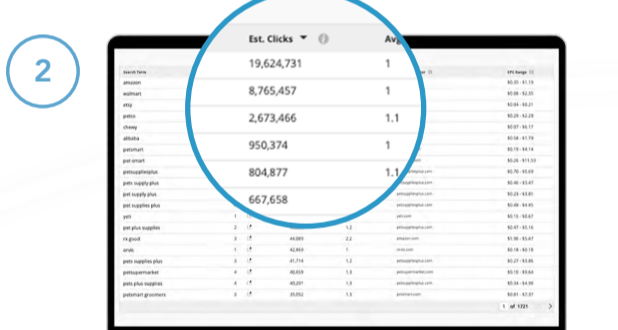
- Gain a holistic view of your search performance
- Maximize search budget by prioritizing terms for paid support
- Improve SEO based on keywords winning on PPC
- Combat negative PR by targeting negative keywords
- Increase your total visibility on the search engine results page
- Unify people and teams with one source of truth

Three ways to achieve SEM Harmony



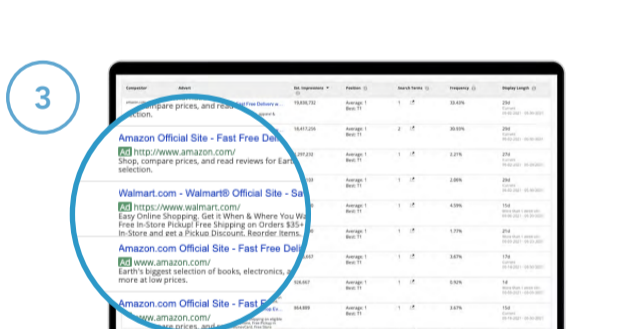
Get a clear picture of your SEM using Total Market Share

- Filter by any of your search terms or by competitor groups like partners, niche competitors or market leaders
- View the data by segments (by device or format) or view the totals, to see how you're performing overall
- Benchmark your performance against competitors to understand where to take action



Focus budgets on performance by leveraging Search Term Detail

- Pull back on Lone Rangers - terms where you have the #1 position on organic, but you're also the only paid ad
- Reallocate savings to terms that are performing poorly on organic - helping maximize campaign ROI
- Make the case to secure budget for organic terms where you currently lose out to other competitors



Optimize faster with Top Ads

- Take advantage of the quick reaction times on paid search to get instant feedback on ad copy and keywords
- Monitor ad copy trends to see what messaging is working for you (or your competitors)
- Consider adding similar text to your landing pages or site content for better SEO

Unify your people, teams and channel performance

By sharing Adthena's data across your organization, you can drive greater alignment across of the teams that feed into your SEM performance.



See what digital leaders say about us on G2

"Adthena gives you unmatched competitor insight. It enables us to understand which competitors are driving bid prices both at the category and specific keyword level. This informs our day to day SEM management, as well as directing our product efforts to search for improvements that can deliver better conversion rates."



- Chief Marketing Officer
Mid-Market (51-1000 employees)



Maximize your search performance by leveraging AI to monitor your entire competitive landscape. [Learn more about Adthena today.](#)



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