

## Case Study

# Sage

Sage dominates the competitive landscape while reducing CPCs by 75%

### Overview

More than 1M British businesses use Sage's award-winning software to manage accounting, finances, payroll, and more. But with new rivals entering their market all the time, staying at the top of their competitive landscape requires constant vigilance.

To monitor competition online and police partners for brand infringements, Sage turned to their agency, Neo Media World, and Adthena.

33%

Decrease in partner impression share

75%

Decrease in CPC in just five days

### Main Challenges

At one time, Sage relied on Google's Auction Insights tool to keep tabs on its search landscape. But as they continued to grow, expand into new markets, and add new partners and affiliates, they realized they needed a dedicated platform to keep tabs on both their partner network and competition.

Brand bidding in particular was a real problem, and not just by competitors.

Affiliates and partners were also using Sage's branded terms and trademarks in their ad copy, inflating CPCs and stealing impressions that rightly belonged to Sage.

Even with agreements in place to prevent brand bidding by partners and independent software vendors (ISVs), violators were a problem. Sage needed a way to proactively identify infringements so it could enforce agreements, stop brand dilution, and lower CPC.

### Solution

Neo Media World put Adthena's infringement management tool to work for Sage to capture brand infringements at scale and hold partners and competitors accountable.

The extent of the problem was staggering. Adthena identified 89K infringements by a single partner alone over a 12-month period.

Sage has since used Adthena's data to automatically police brand bidding problems and, when necessary, renegotiate agreements with its partners. The results have been impressive. Just five days after enforcing agreements based on Adthena's monitoring, Sage saw a 75% decrease in CPCs for brand terms and a 33% decrease in partner impression share.

In addition to creating a powerful brand protection system for Sage, Adthena provides a continual stream of data to give stakeholders visibility into the competitive environment. Adthena not only helps Sage maximize ROI from its brand terms, it also enables the company to justify every dollar they spend on paid media.



**75%**  
decrease in CPC in just five days after enforcing brand-bidding agreements



**33%**  
decrease in partner impression share over the same five days



**89K**  
infringements by a single partner flagged over 12 months, a small fraction of all infringements identified by Adthena

“Adthena helps us objectively quantify and validate just how competitive our market is and when our position is at risk.

That insight has been vital to securing stakeholder support to adequately fund paid media budgets and stay on top of our market.”



**Shazia Kermally**  
Regional Paid Media Manager  
UK & Ireland



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