

VodafoneZiggo increased orders by 500% while saving time and money with Adthena

VodafoneZiggo leveraged Athena data and time-saving automation to gain visibility into the impact of their paid search spend and reallocate budget more efficiently. The result was more sales, lower costs, and less manual work.



Main Challenges

VodafoneZiggo was looking for a way to drive more revenue from its paid search spend. At the same time, the team wanted to find potential cost efficiencies and reduce the amount of time spent on manual tasks such as reporting and managing trademark infringements.

Finally, VodafoneZiggo wanted to test Google's Performance Max, but to do that, they would need a back-door way to assess performance.

Solutions

Allocate spend to gain market share

Adthena data revealed that Vodafone had lower market share than competitors for iPhone13 yet had the most competitive offers. Based on this insight, they increased spend on non-brand terms by 45%, which boosted impression share by 70% and orders by 500%.

Stop waste on Lone Rangers

Using Adthena's Lone Ranger report, VodafoneZiggo paused spend on five terms for which they are the sole bidder and also hold the top organic position (known as Lone Ranger terms). Pausing these five terms saves Vodafone five figures annually.

Automate monitoring and reporting

Adthena automation saves the team about 16 hours per month per person. And Adthena's Auto-Takedown tool saves another 72 hours per year by automatically monitoring and reporting trademark infringements.

Optimize Performance Max

Adthena provided vital visibility into Vodafone's Google Performance Max test, including which terms they appeared on in their campaigns and which terms were unnecessarily driving up costs (e.g., brand terms in other languages). Eliminating those terms delivered five-figure savings annually.

500%

increase in orders

70%

increase in impression share

Six-figure

cost savings

16 hours

per month, per team member.

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