

vodafone (ZIGGO

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

VodafoneZiggo leveraged Athena data and timesaving 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.

70%



16 hours per month, per team member

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.

Learn more about Adthena today.

Request a demo













+Six-figure



-16 hours



The valuable insights we get from Adthena are simply unavailable elsewhere. Adthena shows us not only where we have opportunities to bring in more sales and revenue, but also where we can save money. It helps ensure that every hour and Euro we invest in paid search is spent wisely."

Jerry Jacobs, Paid Search Lead



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.

Get strategic insights

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

Dominate your competitive landscape

Stay ahead of your rivals with Smart Monitor, an automated Al threat and opportunity-detecting technology.

Maximize brand engagement

Engage with your customers by turning competitive gaps and market changes into opportunities.

Empower your teams

Leverage our industry-leading team of experts, delivering reports just for you through customized Solution Services.

Maximize your search performance by leveraging Al to monitor your entire competitive landscape.

Request a demo

Contact us

Learn more about Adthena today.

Request a demo