Dentsu increased demand by 360% and traffic by 140% with Adthena.

Dentsu and their client wanted to respond more quickly during a critical holiday time period. They turned to Adthena to better understand the competitor landscape.

Main Challenges

In the past few years, Black Friday has grown to include the whole month rather than just one day, making it one of the biggest events of the year for many retailers.

For Dentsu's client, discounts during this time period usually change across their entire competitive landscape causing an inaccurate picture within each category. They had a lack of visibility of competitor investment by category compared to their investment on the search engine result page (SERP).

140%
increase in traffic

37%
increase in impression share

360%
increase in revenue vs. the previous period.

Solutions

Dentsu decided to use Adthena to respond more quickly to performance shifts during this critical time period. Thanks to Adthena, during the second to last week in November, Dentsu's client saw a drop in spend from one of their top competitors. Dentsu was able to compare their client´s active offers vs the competition. They did this in two strategic categories: Image and Micro.

One of their top competitors decreased their budget in the Image and Micro category and their discount was lower than Dentsu client´s discount. Thus, Dentsu ramped up spend in the Image and Micro categories and this allowed them to increase revenue by +360% while driving traffic by +140% and impression share rose +37%.

Market Trends
Dentsu took advantage of the Market Trends feature of Adthena to understand shifts in spend from competitors.

Top Ads
Adthena's Top Ads section was used to monitor the different promotions live on the SERP and to see whether their discount was stronger than their competitors.

Learn more about Adthena today.

Request a demo

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Adthena

dentsu

+360%
revenue vs. the previous period.

+140%
increase in traffic

+37%
impression share

Celia Rosado,
Paid Search Analyst

Rubén Fernández-Avilés,
Paid Search Manager

Thanks to strategic insights from Adthena, we've been able to identify our best compared to our competitors, allowing us to increase our revenue during the most important month of the year. This would not have been possible to do in a timely manner without the help of Adthena, which also saves us time."

STRATEGIC INSIGHTS

TEAM OF EXPERTS

5,000,000,000 RESULTS

AD

AD

ADTHENA

COMPETITIVE ANALYSIS

?

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 AI 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 AI to monitor your entire competitive landscape.

Request a demo

Contact us

Learn more about Adthena today.

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