

## Havas Market & Arena Media decreased client's CPC by 10% while **reducing the number of total infringements by 43%**

Havas Market & Arena Media was concerned about one of their client's increasing CPC's. One factor that drives CPC's up is competitive bidding on brand terms. By collecting infringement data from Adthena, Havas Market & Arena Media were able to work with their client and escalate the infringements to Google. In addition to infringement management, Havas Market & Arena Media used Adthena to better understand the strategic impact of competitive bidding that may drive up CPCs.



### Main Challenges

Havas Market & Arena Media was analyzing an increase in CPC's for one of their clients. Adthena offers more detailed information, complementing what they get from Google. Combined, this gives them the most comprehensive information to make better decisions.

In April 2022, Havas Market & Arena Media's client saw the largest number of infringements (more than 8K) that came with a rising CPC. Digging into all the infringements, Havas Market & Arena Media identified that 25% of the infringements were competitors using their clients' brand name in their Ad Copy

# 10%

reduction in CPC

# 43%

less infringements

### Solutions

#### Brand Protection

Using Adthena's Brand Protection feature, Havas Market & Arena Media was able to monitor competitors using their client's brand name in their Ad Copy.

Havas Market & Arena Media realized very quickly the impact these infringements were having on their CPC's. They worked with Google to escalate the infringements.

#### Saving Time and Money

While Adthena provided all the details that Havas Market & Arena Media needed to escalate the infringements with Google, it also saved them time (on average, Adthena customers are saving 8 hours / week on infringement management).

In September 2022, the total number of infringements dropped by 43% resulting in a 10% decrease in CPC.

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**43%**  
less infringements



**10%**  
reduction in CPC

“ Adthena gave us more visibility into SERP activity. Without Adthena, doing the searches and understanding what happens on the SERP will take ages. Data is searched multiple times per day by Adthena, and some terms are searched every hour. We were able to understand how competitors' strategies affected the client's performance. You can react more quickly to what your competitors do.”

Havas Market & Arena Media



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.

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Learn more about Adthena today.

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