

Go City reduces CPC by 75% while catching 89,000 brand infringements with Adthena's newest product feature, Ad Hijacking Detection.

Go City is able to leverage Adthena's Ad Hijacking Detection for a more compliant and cost-effective affiliate marketing program. By addressing brand bidding issues, Go City has safeguarded their brand's reputation while increasing the effectiveness of their affiliate partnerships. With the combination of clear communication, enforcement policies, and Ad Hijacking, Go City has positioned themselves for continued success in their affiliate marketing endeavours.



Main Challenges

Go City didn't have an effective way to automatically monitor all of their affiliates across their affiliate network. A key part to their terms and conditions agreement is that brand keyword bidding is not permitted. It drives up CPCs and results in Go City paying out unearned commissions to partners that aren't playing by the rules or really earning the commissions.

The challenge was seeing these infringements of brand bidding in real time at scale. The original method was just some localised searches when the team had some spare time which didn't cover enough source markets or the full array of brand keywords.

89K

infringements flagged

83%

decrease in competitor impression share over a 5-day period

75%

decrease in cost-per-click over a 5-day period following the enforcement of brand-bidding agreements

Solutions

Because of the challenges and complexities of Go City's affiliate marketing program, they needed a way to automatically monitor all of their affiliates across multiple countries.

They used Ad Hijacking Detection from Adthena and were able to implement strategic measures to optimize their affiliate partnerships, reduce costs, and enhance overall program efficiency. A few examples are:

Communication with Affiliate Partners

Go City was able to proactively communicate with all affiliate partners that were not in compliance with their terms and conditions aligning our partners with our objectives.

Commission Pauses

Implemented a 3-strike ban policy and then paused commissions for network partners that were still bidding on brand terms. This measure was an effective deterrent to ensure compliance with their policies.

Impact

As a result of these measures, Go City saw an immediate reduction in brand bidding activities. In the first month using Ad Hijacking Detection, they reduced the number of partners bidding on brand terms by 86%. Additionally, they saved \$4,722 in cost per acquisition (CPA) for affiliates.

[Learn more](#) about Adthena today.

[Request a demo](#)



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Darren Colledge,
Affiliate Growth Lead

Working with Adthena has been great, we've managed to evolve something to really add value to our business. Also being transparent to partners around brand bidding and working with them to resolve issues in the short and long term. What started off as a spreadsheet of data is now all viewable and accessible in the Adthena app for ease of pulling the information."



See how we can help you reach, acquire and **retain customers**

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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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