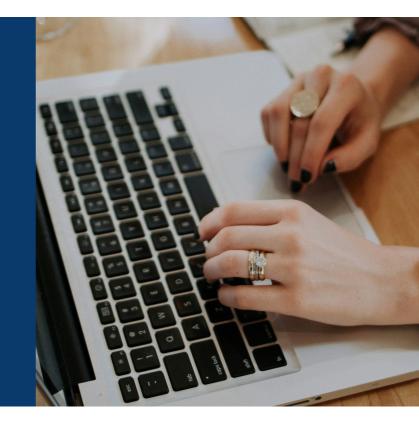




# iProspect skyrockets conversions, ROAS, and CTR, and Slashes CPA and CPC **Using Adthena**

Al has revolutionized broad match, allowing it to interpret nuances and context better. Taking advantage of this momentum and adapting campaigns to developments in the digital environment is crucial to improving the efficiency and profitability of campaigns.

This year, iProspect decided to use Adthena to restructure their campaigns. As a result of Adthena's insights, the iProspect team updated the terms in their campaign, and they were able to see an increase in customer conversions of +324%, CPA dropped by -47%, ROAS rose by +47% and CPC decreased by -14%



### **Main Challenges**

### Overspend

Broad match can cause your ads to show for a wide range of search queries, some of which may not be relevant to your business. This can result in excessive spending on irrelevant clicks that do not convert.

### **Keyword Competition**

Broad match can cause you to compete with a wide range of similar keywords, increasing competition and raising costs per click (CPC).

### **Ungualified Traffic**

By showing your ads for search queries that are not relevant, you are likely to receive unqualified traffic. This can lead to higher bounce rates and lower conversion rates, negatively impacting your campaigns' performance.

### **Solutions**

iProspect took advantage of Adthena's "Search Term Opportunities" feature to understand which words could drive high estimated clicks.

The feature "Head to Head Comparison" was used to identify the overlap of terms with competitors, as well as the terms in which the competition appeared and they did not.

Adthena's "Search Term Details" section was used to view the total number of competitors per term.





-14% CPC vs. previous period



Learn more about Adthena today.



Request a demo



# **iPROSPECT**



+324%Conversions vs previous period









Celia Rosado, **Paid Search Senior** 



Rubén Fernández-Avilés, Paid Search Manager

Using Adthena's insights, we were able to determine which search terms might be important to appear on for the customer to increase their visibility in that product category, and which broad match keywords would be profitable to activate to grow their business"



## 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.



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