

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

AI 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).

Unqualified 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.

+324%

Conversions vs. previous period

-47%

CPA vs. previous period

-14%

CPC vs. previous period

+47%

ROAS vs. previous period

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