

PPC Case Study: How Capital on Tap doubled PMax conversions and improved cost per lead by 37% with Adthena

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Over the past year, Capital on Tap's usage of Adthena has improved efficiency, reduced wasted spend, and strengthened competitive insights. Automated tracking replaced manual research, while negative keyword strategies cut inefficiencies. Real-time alerts flagged brand infringements, and market intelligence enabled smarter forecasting, competitor response, and ad testing. These improvements supported more agile, data-driven decisions across paid search while protecting brand integrity.

Main Challenges



Competitor Activity & SERP Volatility:

Increased competition in the digital space required constant monitoring of rival strategies, keyword shifts, and budget changes to maintain visibility and performance.



Rising Costs & Budget Efficiency:

Reduced impression share and heightened SERP competition directly impacted CPA and CPC metrics, highlighting the need for smarter budget allocation and campaign planning.



Opportunity Identification:

The team needed real-time insights to uncover keyword opportunities tied to new product launches and seasonal trends to stay ahead in search.



Brand Protection:

Unauthorised use of branded terms in search ads made it critical to detect and act on infringements quickly to protect brand equity and prevent customer diversion.

Solutions



Track Competitor Behaviour:

Forecasted monthly budgets, monitored changes in keyword usage and ad copy, and identified new entrants in the SERP.



Performance Insight:

Pinpointed how reduced impression availability and heightened competitor activity drove CPA increases. Recognised that elevated YoY CPCs were largely due to market saturation, guiding future spend and CPA discussions.



Keyword Mining & Trademark Monitoring:

Uncovered search demand for emerging products to inform marketing strategy. Used Adthena's trademark tracker to identify and act on unauthorised use of brand terms – enabling one-click takedowns.



Test & Learn Approach:

Adapted messaging in response to competitive shifts, testing various headline strategies. Some iterations showed slight changes in engagement, though overall results were modest.

PPC case study: 2x Pmax conversions and 37% lower cost per lead with Adthena

Key Results



13% less wasted spend

Non-converting term spend dropped from 42% to 29%, improving budget efficiency and reducing wasted ad spend.



2+ hours saved monthly

Manual SERP competitor research is now fully automated, freeing up valuable time every month for strategic work.



2x PMax conversions

331 negative keywords were added to improve ad relevance, preventing inflated spend and doubling monthly PMax conversions.

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Adthena has unlocked market insights that were previously inaccessible to us and saved us hours in manual work every month. Alerts mean we instantly know when we need to take action with our campaigns, and with informative data, we can accordingly plan strategy and optimise current results for further growth to meet our targets.



Nichole Webb
Digital Marketing
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@ Capital on Tap



Market Exposure

Drive growth by responding to threats & seizing opportunities with market insights, alerts, and a complete view of your competitors.

Campaign Efficiency

Optimize your campaigns for efficiency with key insights into search terms, ads, paid and organic listings, and more.

Brand Protection

Protect your brand with automated brand bidding, one click trademark infringement reporting, and ad hijacking monitoring.

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