

Adthena: Leading AI Paid Search Intelligence

Enterprise brands lose millions on paid search by not responding to the competitive landscape. Go beyond what Google Ads shows, see every market move, and shape your strategy for success.



What We Do:

Adthena is the global leader in search intelligence. Our platform provides a comprehensive view of the competitive Google Ads landscape, enabling enterprise brands to optimize their paid search strategy and grow market share.

Founded: 2012

Headquarters:
London, UK

Global Presence: Serving clients in
North America, EMEA, and APAC

Key Products & Capabilities:



Campaign Efficiency

- **Paid vs Organic:** Avoid cannibalization and align SEO + PPC
- **Performance Max Insights:** Uncover what's really happening in PMax
- **Google Shopping Insights:** Optimize feed performance & pricing
- **Search Term Detail:** See who's winning each keyword and why
- **Local View:** Geo-targeted insights for smarter local strategy



Market Exposure Solutions

- **PPC Market Trends:** Track competitor spend and seasonal shifts
- **PPC Market Share:** Benchmark your share vs. the market
- **Ad Copy Insights:** Monitor and adapt to competitor messaging
- **Search Term Opportunities:** Discover high-value, underused keywords
- **Smart Monitor:** Real-time alerts on competitive moves



Brand Coverage & Protection

- **Infringement Tracker:** Detect and document brand misuse
- **Auto Takedown:** Submit violations to Google with 1 click
- **Brand Activator:** Pause brand bids when there's no competition
- **Ad Hijacking Detection:** Stop affiliates from stealing your clicks

Empowering top
brands and agencies
worldwide



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