

PPC Case Study: How Princess Cruises Cut Brand CPCs by 33% and Saved Over £16K in 3 Months with Adthena



Princess Cruises turned to Adthena's Auto Takedown solution to protect their brand from infringers. Within months, they dramatically reduced trademark infringements and reclaimed control of their branded search landscape. This not only led to a significant drop in Cost-Per-Click (CPC), generating meaningful savings which were reinvested to drive growth in other strategic areas.

Main Challenges



Brand Infringement:

Competitors and third-party sellers were using the "Princess Cruises" brand name in paid ads, violating trademark rights and pushing up CPCs.



Rising CPCs & Wasted Spend

Aggressive bidding was required to defend branded keywords, driving up costs and reducing marketing efficiency.



Manual Monitoring

Trademark enforcement was time-consuming, relying on manual detection and reporting of infringing ads.



Customer Confusion

Consumers were clicking on unauthorized ads, creating confusion and risk of diverted bookings.

Solutions



Auto Takedown Implementation:

Princess Cruises implemented Adthena's Auto Takedown in late January on a key trademark, initiating automated takedown of infringing ads across search.



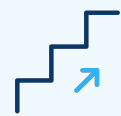
Real-Time Brand Enforcement:

The tool provided always-on detection and removal of trademark violations, giving the team full control with minimal manual input.



Trademark Coverage Expansion:

Following early success, the team expanded coverage from 1 to 14 trademarks, extending protection across more campaign areas.



Improved Efficiency & Visibility:

With less competitor noise and cleaner results, CPCs dropped and users were more likely to engage with genuine brand ads.

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Key Results



33% drop in CPC

Pure brand keyword costs decreased by a third, freeing up budget.



£16,250 saved in 3 months

Savings from reduced CPCs were reinvested into upper-funnel campaign terms.



Infringing ads cut by 95%

Ad violations dropped from 840 to just 38, while infringing advertisers fell from 29 to 4.



Adthena's Auto Takedown has been a game-changer for us. It instantly cleaned up our branded search space, reduced our CPC by a third, and delivered over £16K in savings—savings we've been able to put straight back into growth campaigns. It's not just a tool, it's a brand safeguard we now can't imagine working without.



Ryan Easman
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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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