PPC Case Study:
Generali France saves €100K and boosts SEO traffic by 26%

Generali France partnered with Adthena to optimize brand spend, protect visibility, and reinvest savings into high-growth areas. By activating Brand Activator, and leveraging tools like Auto Takedown and Market Trends, Generali saved €100K of paid search budget while boosting traffic by 26% and improving lead conversions by 8% in the first year.

Main Challenges

Rising complexity:

Balancing paid and organic performance while protecting brand visibility became increasingly difficult. Pausing brand campaigns for non-brand growth was manual and cautious, risking loss of synergy between SEO and PPC.

Brand protection challenges:

Competitors bidding on Generali-branded terms and partners overstepping guidelines required constant monitoring. Manual enforcement was time-consuming and inconsistent.

Unclear testing results:

Brand keyword tests lacked clarity, making it hard to reallocate spend with confidence. Reliable insights were needed to pause campaigns safely and reinvest in growth-driving off-brand activity.

Solutions

Brand Activator implementation:

Deployed across core brand keywords to safely pause brand campaigns, cut waste, and free budget for higher-impact generic growth.

Smart reinvestment:

Adthena's Market Trends and Share of Voice insights guided where to reinvest savings, driving growth and reducing costs without losing visibility.

Automated protection:

Auto Takedown and Infringement Tracker instantly flagged competitor and partner trademark infringements, ensuring consistent brand protection.

Fast, measurable impact:

Quick setup and training delivered early wins with improved efficiency, stronger protection, and growth fueled by reinvested savings.

Key Results

+26% SEO visit growth

SEO visit volume rose 26%, with an 8% uplift in traffic improving lead quality and driving stronger organic visibility.

Stronger brand & reach

Optimized coverage on Generali keywords strengthened brand presence while boosting performance across competitive generic themes.

€100K saved

Brand Activator delivered €100K in savings, allowing budget to be reinvested into high-performing generic campaigns for greater reach.

> *Before Adthena, pausing brand campaigns felt risky, and our SEO and PPC efforts weren't aligned. Brand Activator gave us confidence to protect our brand, cut wasted spend, and boost share of voice. Since launch, we've saved €100K, increased SEO traffic by 26%, and improved lead conversion rates by 8%, all while reinvesting savings to drive growth in generic campaigns.*

Quentin Martinez
Digital Acquisition Manager
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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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