

PPC Case Study: Bipi boosts CTR by 62% and achieves 8X ROI with Adthena

bipi

Bipi, a leading car subscription and leasing platform, transformed its paid search strategy using Adthena's market intelligence. By gaining full visibility into competitor activity, search terms, and brand infringements, Bipi optimized campaigns and boosted click-through rates by up to 62%. The result: an 8x ROI and five-figure savings in under a year.

Main Challenges



Rising complexity:

Operating in a highly competitive car leasing market, Bipi lacked full visibility into all market players, their budgets, and share of spend.



Limited search transparency

Google's reduced visibility into search terms made it difficult to identify efficiency gaps and assess the impact of AI Overviews and emerging betas like duplicate ads.



Brand protection complexity

Monitoring competitor infringements and ensuring compliance among partners was manual and time-consuming.

Solutions



Full competitive visibility

Adthena's intelligence revealed every advertiser, share of spend, and CPC/CPL driver, empowering faster, evidence-based decisions.



Automated brand protection

Auto Takedown instantly stopped competitors from using Bipi's brand name, ensuring compliance and protecting brand integrity.



Smart budget optimization

Brand Activator paused low-value brand terms when Bipi held the top organic spot, reducing waste and reinvesting savings for growth.



Holistic performance view

Integration with Looker provided a single dashboard combining PMAX and non-PMAX insights, efficiency metrics, and infringement tracking across three core markets.

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Key Results



+62% CTR increase

Data-led ad copy optimization significantly improved engagement across campaigns.



8x ROI achieved

Efficiency gains and reinvested budgets delivered major returns within 12 months.



Five-figure savings

Brand Activator and keyword optimization reduced wasted spend.

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"Adthema transformed how we invest in Google Ads: less noise, more signal, and stronger quality metrics. We've moved from endless budget debates to fast, data-driven decisions."



Saul Alonso,
CMO,
Bipi

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"Adthema is our strategic partner for understanding the competitive landscape and optimizing our campaigns based on data. The tool provides the transparency and accuracy we need to make decisions driven by insights, not assumptions. Their team stands out for its proactivity, innovation, and ability to adapt to the market."



Eugenia Buzzani,
Performance
Specialist,
Bipi



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.

Book a demo

Contact us