

PPC Case Study: How Circus PPC and Roman Delivered Smarter Brand Spend and a 15X ROAS with Adthena

Online fashion retailer Roman needed to improve paid search efficiency without compromising revenue. With guidance from digital agency partner Circus PPC, they turned to Adthena's Brand Activator to reduce wasted brand spend, safeguard performance during key sales peaks, and unlock smarter reinvestment opportunities. The result? Over £425K in savings and a return on ad spend of 15X.

Main Challenges



Inefficient brand spend

Roman was investing heavily in brand terms without clarity on whether those clicks were incremental or simply capturing existing organic traffic.



Limited visibility

Brand campaign performance was hard to measure, especially when organic listings pushed ads down the SERP. The team needed a transparent, data-driven view to justify spend.



Brand protection pressures

Competitor bidding and affiliate misuse created ongoing challenges. Roman needed an automated solution to protect brand integrity and shift strategy from reactive defense to proactive optimization.

Solutions



Smarter brand activation

Roman and Circus PPC launched Adthena's Brand Activator ahead of the winter peak to eliminate inefficiencies and protect ROI during key sales periods.



Automated protection

With Auto Takedown, the team instantly flagged and reduced competitor misuse of Roman's brand name — removing the need for manual SERP checks.



Whole Market View

Adthena's Whole Market View and Ask Arlo provided ongoing market insights, performance benchmarking, and context on category shifts, saving hours of manual analysis.



Reinvestment and growth

Savings of £425K were redirected into new customer acquisition campaigns, fueling further growth and efficiency gains across paid search.

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Key Results



£425K saved

Brand Activator cut wasted spend and delivered over £425K in efficiency gains since launch.



118% YoY sales growth

Non-brand campaigns sales between April-July increasing by 118% YoY from just 39% extra investment



15X ROAS achieved

Smarter optimization and reinvestment delivered exceptional campaign returns.

“

Adthena has completely changed how we approach brand protection. Before, we were spending without knowing what was truly driving value. With Brand Activator, we've eliminated waste, safeguarded our presence on the SERP, and reinvested savings to drive growth. It's not just efficient, it's strategic.”



Donya Broadhead,
PPC Manager,
Circus PPC Agency



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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