

# Paid search optimization in action: Smith St and Coles with Adthena insights

Smith St. and Coles partnered with Adthena to gain a clear view of their paid search landscape, monitoring Woolworths and the wider market to ensure Coles remained front of mind for shoppers. By leveraging competitor insights and market trend data, the team optimized seasonal demand capture, boosting paid search traffic growth by 10% year-over-year while maintaining the same level of marketing budget.

## Main Challenges



### Rising complexity

The grocery market has become fiercely competitive, with consumer behavior shifting rapidly due to delivery platforms and e-commerce expectations. Coles needed to navigate partnerships while ensuring paid media efficiency remained strong.



### Brand protection challenges

Woolworths remained their most direct rival, requiring Coles to benchmark closely against their pricing, promotions, and digital strategies to protect and grow market share across an increasingly competitive digital marketplace.



### Unclear testing results

Seasonal demand spikes around Easter and Christmas added complexity. Coles needed a way to anticipate shifts, react quickly, and ensure their paid search strategy captured demand before competitors.

## Solutions



### Market insights

Adthena provided Smith St. and Coles with intelligent competitor insights across their keyword portfolio, enabling the team to identify growing product categories and take action in real-time.



### Smart reinvestment

Insights were integrated into a custom Looker dashboard, giving the paid media team a single source of truth to track market trends and optimize campaigns. By aligning Adthena data with seasonal peaks, Coles maximized demand during critical trading periods.



### Automated protection

With visibility into Woolworths and key competitors, Coles could allocate spend more strategically and adapt to Australia's fast-changing grocery market.

## Key Results



### +10% traffic growth

Paid search traffic increased 10% YoY while maintaining budget through stronger seasonal demand capture.



### Stronger brand & reach

SOV performing 5% above peer-set average with improved coverage across competitive categories.



### Efficiency gains maintained

10% improvement in bidding efficiency sustained YoY through strategic spend allocation.



*"Adthena has delivered meaningful, actionable insights into our paid search performance and competitor activity. By understanding category-level demand and market shifts, we've been able to strategize our paid search to gain an incremental share of voice. The ability to benchmark against peer-set quickly has been crucial in optimizing our keywords bidding strategy to be highly competitive vs competitors in the grocery vertical."*



**Van Tieu,**  
Digital Account  
Director,  
OMD Australia

*This case study is presented for informational purposes only and does not constitute legal advice, nor is it intended to create any legally binding obligations or responsibilities.*

### 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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