

# How Endesa cut CPC by 12% in a highly competitive search market

Endesa and iProspect partnered with Adthena to navigate a fiercely competitive paid search market where chasing maximum coverage was no longer efficient. By using competitor CPC benchmarks to refine bidding strategy, the team reduced CPC by 12% and delivered 21% in cost savings, while protecting CPA and improving the overall quality of leads generated.

## Main Challenges



### Rising competitive pressure

Endesa operates in a highly competitive paid search market, where aggressive bidding on high-intent terms was pushing CPCs higher without proportional performance gains, putting CPA under growing pressure as competition intensified.



### Coverage vs efficiency

Holding top positions across the territory was becoming increasingly inefficient, yet reducing bids carried its own risk: losing visibility to better-funded competitors at exactly the moments that mattered most for lead volume and overall market share.



### Limited competitor visibility

Without clear visibility into what competitors were actually paying for those clicks, every bidding adjustment relied more on estimation than market-backed evidence. The team needed precise intelligence to know exactly how far CPCs could be safely reduced.

## Solutions



### Competitor CPC benchmarking

Endesa and iProspect used Adthena to benchmark the average CPC competitors were paying across the target keyword group, transforming bidding strategy from intuition into a data-driven, evidence-based approach.



### Smarter bid timing

Adthena's competitor intelligence made it possible to spot where rising CPCs were no longer delivering sufficient return, and to time bid adjustments precisely against peaks in competitor activity.



### Disciplined spend allocation

The result was a more deliberate approach to spend: reducing investment in lower-efficiency positions while protecting budget from the inflationary effect of competitor bidding wars, shifting Endesa from reactive to efficiency-led bidding.

## Key Results



### 12% lower CPC

CPC fell 12% during periods of heightened competitor activity through precise, market-informed bid optimisation.



### 21% cost savings

Cost savings of over 21% freed budget to reallocate toward higher-efficiency keyword segments.



### CPA protected

CPA held steady against rising auction pressure, avoiding costly performance decline.



“With Adthena, we transitioned from reacting to the market to anticipating it. Its competitive intelligence enabled us to adjust bids based on real CPC benchmarks and market behaviour, optimising performance even in high auction pressure environments.”



**Natalia Villarrubia,**  
Performance  
Strategy Analyst &  
SEM Lead, Endesa



**Esteban Sánchez,**  
Operations Executive,  
iProspect

“With Adthena, we stopped guessing what our competitors were paying and started making CPC decisions based on real market data. That precision is what allowed us to step back from maximum coverage without losing ground, protecting CPA, improving lead quality, and unlocking meaningful savings in one of our most contested keyword territories.”



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