

Case Study

Vodafone

Vodafone leverages Strategic Insights from Adthena to increase click share and sales during key product launch

Overview

Vodafone used Adthena data to optimize results from the launch of the Samsung S22 product. They were able to track their position in the market and monitor competitors' ad strategies to maximize click share and sales. Adthena helped Vodafone discover opportunities and execute bidding strategies based on competitor spending.

+7%

click share increase

+10%

sales boost

Main Challenges

New product launches are vital to increasing traffic to telecom company sites and boosting sales. During a four-week product launch for the Samsung S22, Vodafone's key goal was new customer acquisition, so they set an ambitious click share target with a looser CPA target.

To track click share and CPA in tandem, Vodafone needed accurate and timely click share data relative to competitors. Google doesn't allow easy access to click share data, and Vodafone typically spends up to four days waiting for data, missing opportunities to gain ground.

By pairing Google data and Adthena's search intelligence, Vodafone had the visibility they needed during their product launch to reach their goals.

Solution

Combining Adthena's strategic insights with Google Smart Bidding, Vodafone was able to maintain a flexible strategy that leveraged both manual and automated bidding.

Utilizing Adthena's Market Trend data around new device launches, Vodafone has been able to monitor and optimize towards specific click share targets. Adthena helped identify two competitors who were slow to respond to the product launch and thus leaving clicks on the table right up to the day of the launch. Vodafone used manual bidding to bid aggressively against those competitors and bring in high-volume clicks. Adthena's Search Term Opportunities report also allowed Vodafone to implement 27 keyword terms across their business line, driving an increase in revenue at a positive ROAS.

In addition, by monitoring direct competitors' bids with Adthena, Vodafone adjusted their targets on Google Smart Bidding to ensure they captured as many clicks as possible. With that flexible bidding strategy in place, they increased click share by 7% against an ambitious target and sales by 10%.



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"Adthena is an absolute necessity for our search team. Leaning on Adthena, we were able to track click share data accurately and timely during the launch to quickly seize opportunities when competitors were slow to respond."



Daniel Foot
Paid Search Specialist



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