# Reveal your wasted budget with AI-powered search intelligence

AI-driven strategies for unparalleled search success and revenue optimisation.

STRATEGIC INSIGHTS

TEAM OF EXPERTS

5,000,000,000 RESULTS

AD

AD

ADTHENA

COMPETITIVE ANALYSIS

# What is **AI in search?**

The growth of Artificial Intelligence (AI) in search continues to shape the landscape by leveraging AI-powered algorithms that deliver more relevant and personalised search experiences to users.

By automating tasks and helping to make data-driven decisions, search marketers benefit from better targeting, ad optimization, keyword research, content creation, and overall improved campaign performance - but is it right for your search strategy?

In this guide, we'll outline how Adthena's AI driven methodology can play a pivotal role in your search success.

**Global Business TECH AWARDS 2023**

**/ WINNER /**

**Adthena**

## 5 reasons why AI is important in search marketing

**Enhanced data analysis**
Analyse key factors such as search trends, user behaviour, and keyword performance to gain valuable intelligence for campaign optimisation

**Advanced targeting and personalisation**
Segment audiences more effectively by leveraging data on demographics, behaviour, and preferences

**Automation and efficiency**
Automate keyword research, ad creation, bid optimization, and performance tracking

**Real-time decision making**
Analyse data in real time and make instant decisions based on user behaviour and market trends

**Predictive analytics**
Leverage historical data and predictive analytics to forecast future trends, anticipate user behaviour, and make data-driven decisions

## Contents:

# Adthena at a glance

Adthena is an award-winning search intelligence platform with a unique combination of machine learning and AI-driven technology, to help brands, marketers, and agencies dominate their search landscape.

Adthena analyses millions of search terms daily to gain insights into the auction landscape. These metrics are then optimised using a combination of supervised and unsupervised machine learning techniques which take observations from the SERP - including the number of competing ads, ad positions, components on rival pages, and features derived through statistical natural language processing.

## Optimize your campaign with the power of AI and guided analytics from Adthena

- Monitor market conditions and forecast performance
- Exploit competitive gaps with unrivalled data clarity
- Uncover valuable new search terms - or ones you're missing
- Discover new insights with AI-driven segmentation



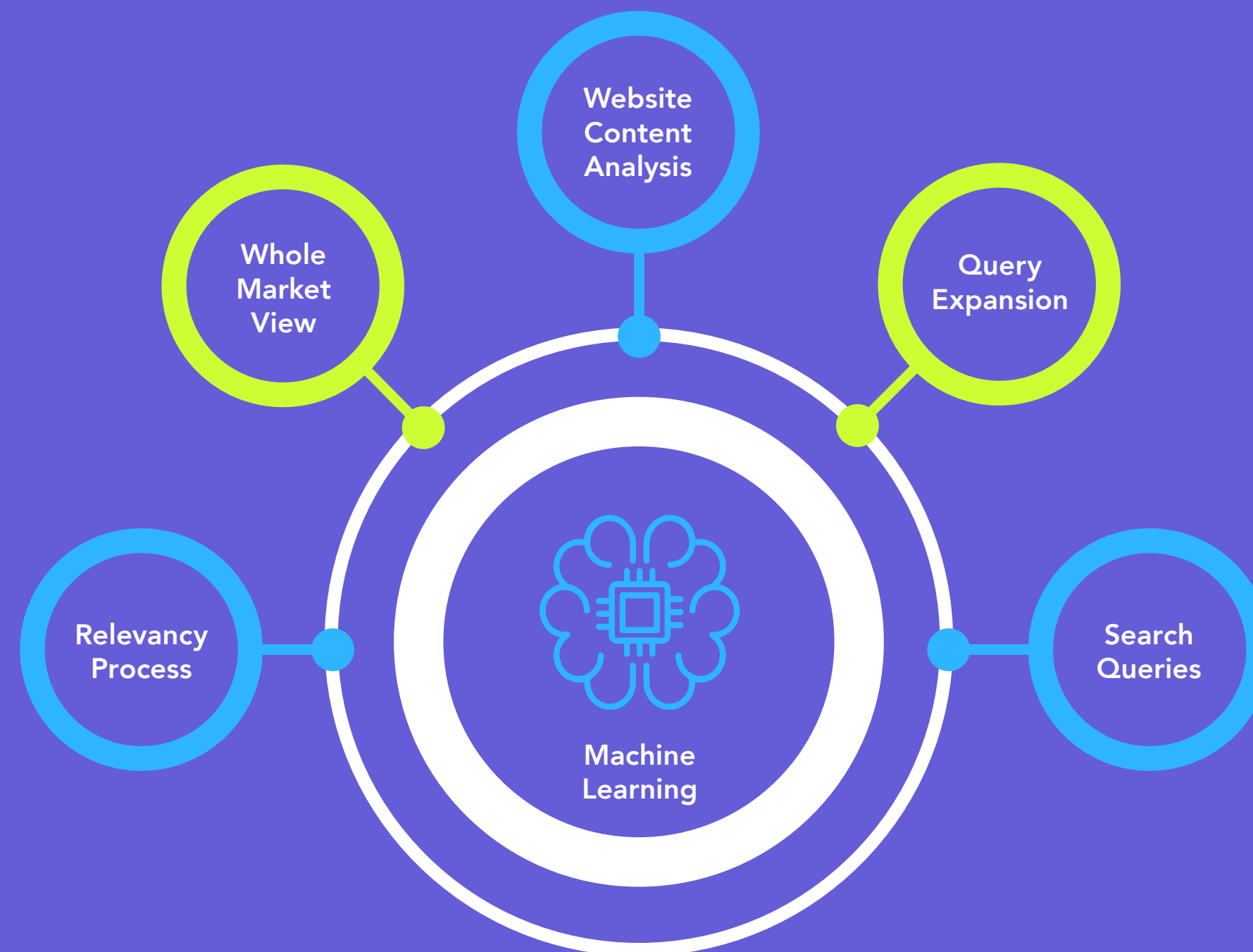Adthena

# Shine some light on your competitive landscape

In a highly competitive blind auction, how do you see what you are doing? Our award-winning technology uses machine learning and AI, to go beyond what Google shows you.

Whole Market View will first take your keywords and competitor keywords and combine this with your search queries and your rivals search queries. This is then filtered for quality to create a unique search map that will automatically gather competitive analysis on your markets, every day, helping you to:

- Analyse your market and rivals
- Uncover risks and opportunities
- Improve ROI in search

Patented Whole Market View™



- Website Content Analysis
- Whole Market View
- Query Expansion
- Relevancy Process
- Machine Learning
- Search Queries

vodafone

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, Vodafone
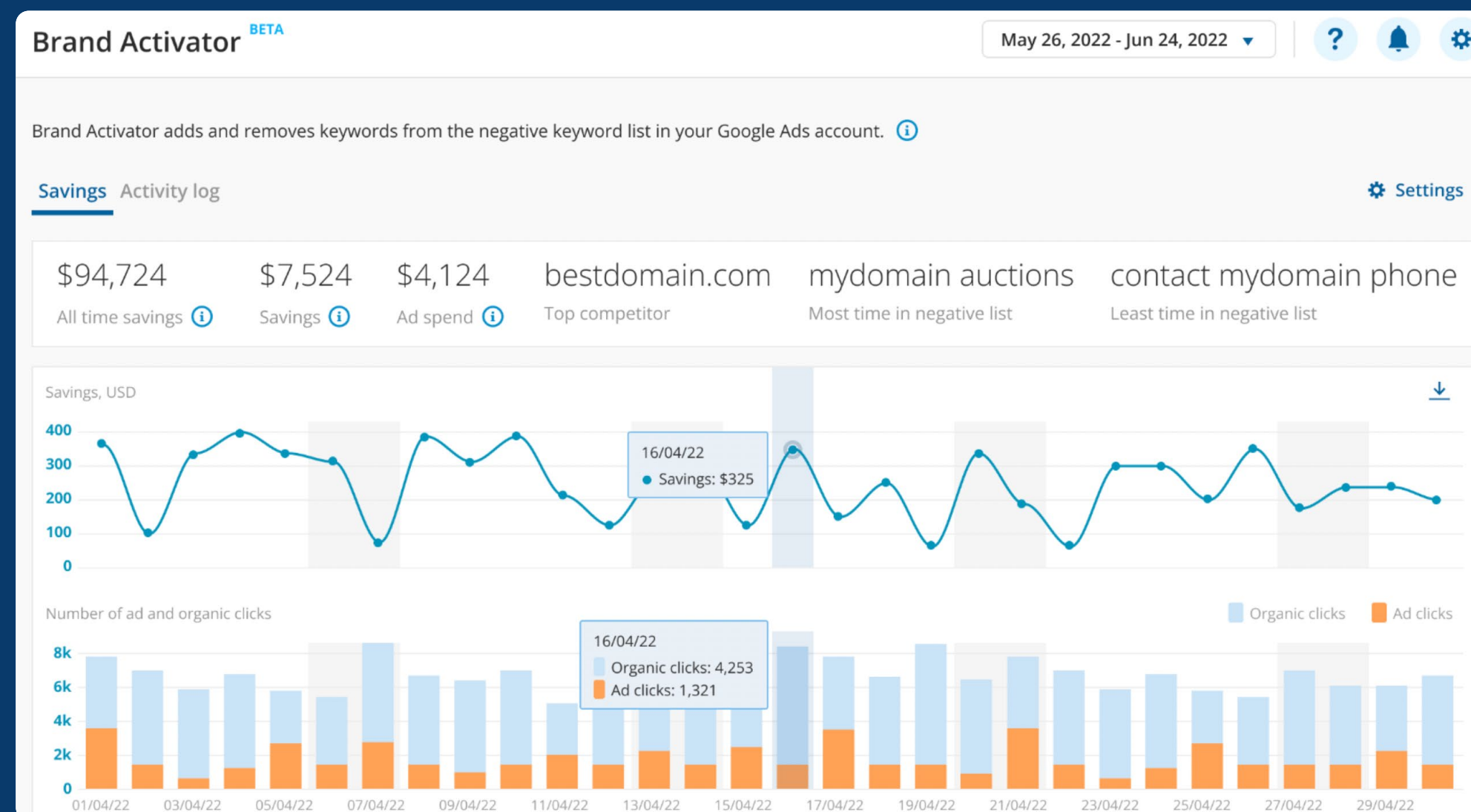
**+7%**
click share increase

**+10%**
sales boost

Adthena

# Automate and save on brand bidding

When your brand is #1 for a term in both paid and organic rankings, with no other bidder, why should you pay for those clicks? We call these "Lone Rangers".

With around-the-clock monitoring, Brand Activator will index your targeted brand terms to identify Lone Rangers. These are then automatically deactivated and added to your negative keyword list and automatically reactivated when a competitor re-enters the auction.

You can even whitelist other domains you own or your affiliates, so you're not competing against other brands that are on the same team.

## Adthena

*Why pay for those clicks?*

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### Brand Activator BETA

May 26, 2022 - Jun 24, 2022

Brand Activator adds and removes keywords from the negative keyword list in your Google Ads account.

Savings | Activity log | Settings

| $94,724 | $7,524 | $4,124 | bestdomain.com | mydomain auctions | contact mydomain phone |
|---|---|---|---|---|---|
| All time savings | Savings | Ad spend | Top competitor | Most time in negative list | Least time in negative list |

Savings, USD

16/04/22 • Savings: $325

Number of ad and organic clicks
Organic clicks | Ad clicks

16/04/22
Organic clicks: 4,253
Ad clicks: 1,321

01/04/22 03/04/22 05/04/22 07/04/22 09/04/22 11/04/22 13/04/22 15/04/22 17/04/22 19/04/22 21/04/22 23/04/22 25/04/22 27/04/22 29/04/22

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Get a
# 24x ROI
with Brand Activator

AVANTI WEST COAST

GLOBAL SEARCH AWARDS 2023 WINNER

"Adthena helped us identify real spend efficiencies. Through their Lone Rangers, we're able to stop spending on brand terms and reinvest that budget to areas that are more conducive to acquiring new customers."

*Alison Yarrow, Digital and Media Manager, Avanti West Coast*

## 32%
saved each month

## 13%
increase revenue growth on generics

# Safeguard your brand with award-winning Brand Protection.
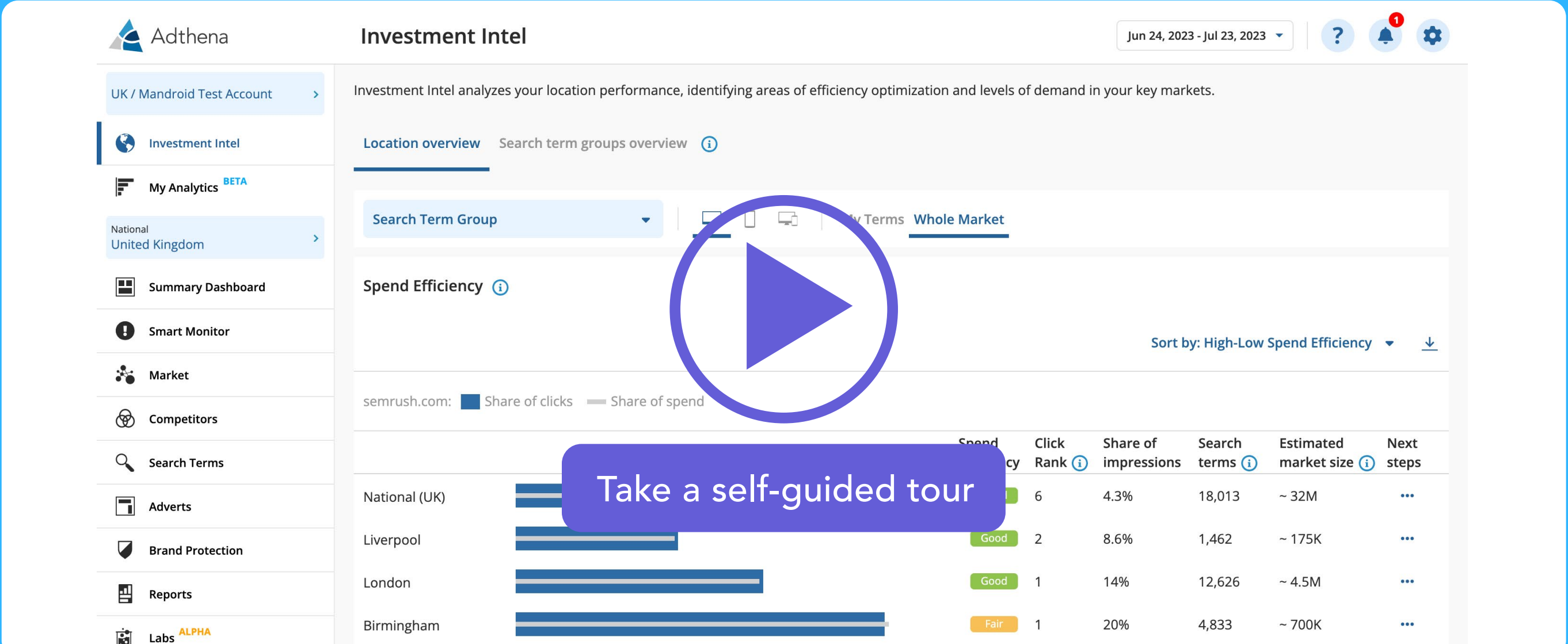
## Get affiliates under control

Instantly identify instances where affiliates impersonate your ads across hundreds of affiliate networks and gather compelling evidence of fraud, including ad screenshots and affiliate IDs.

**Who is bidding on your brand, where are they doing it and what adverts are they using?!**

## Catch 10x more infringements

Losing clicks to rivals? Adthena's [Brand Protection](#) solution lets you continually map and monitor all competitive and partner activity around your brand terms, meaning you can efficiently respond to trademark infringements - taking them down in one click!

Dial up your Brand Protection and cut costs by **20%**



Adthena

# Create compellingly clickable campaigns

With **Campaign Optimisation**, you can gain market-wide visibility across your competitive landscape and see the full picture of how your search campaigns are performing - helping you to:

- Monitor market conditions and forecast performance

- Exploit competitive gaps with unrivalled data clarity

- Uncover valuable new search terms - or ones you're missing
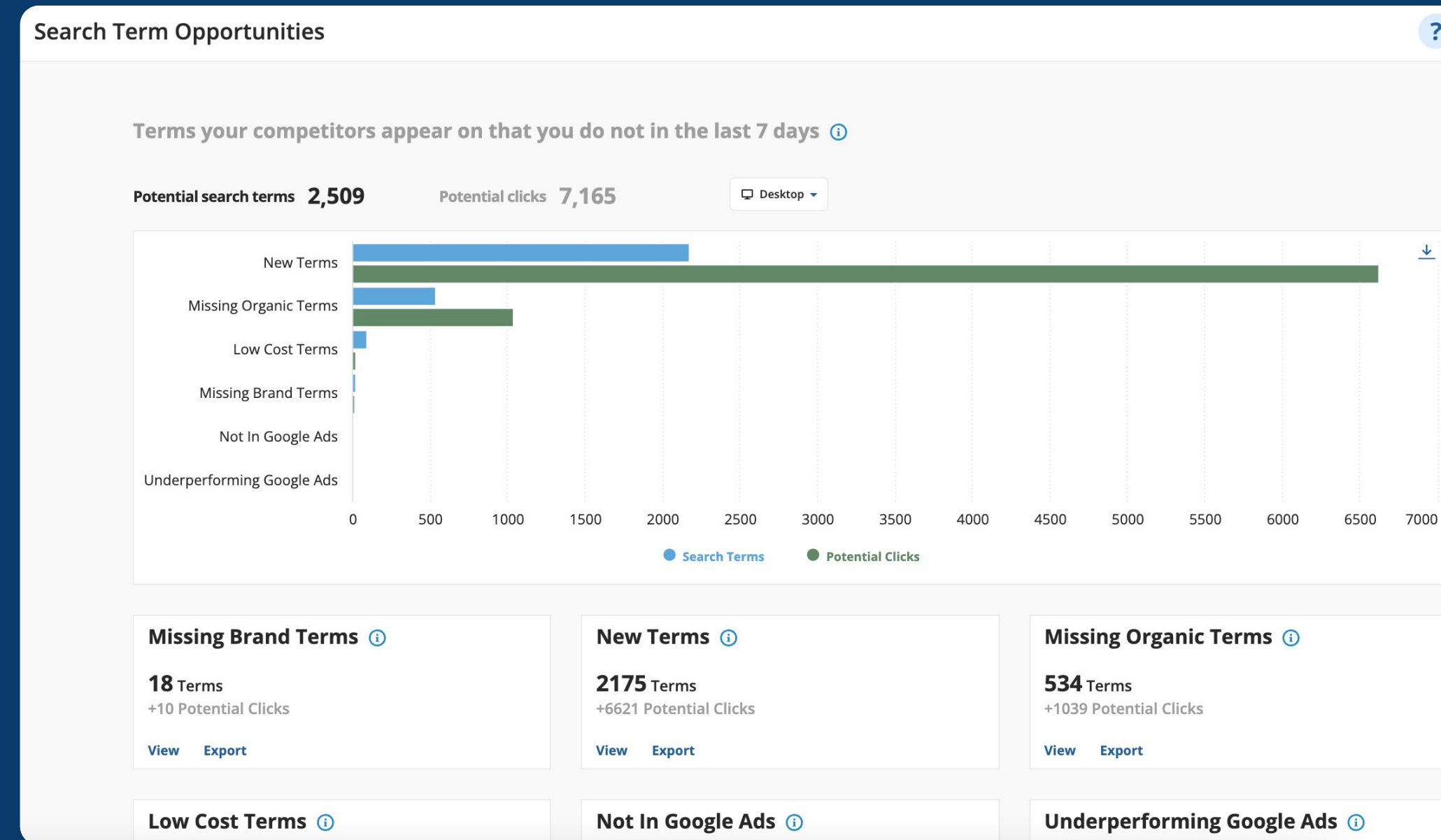
- Discover new insights with AI-driven segmentation



The results from the Adthena Click Share data test have changed our approach to campaign management"

Julie Lubin, Director of Paid Search, L'Oreal Luxe

## 116%
increase in total market share

## 176%
increase in impressions

## 248%
increase in clicks

Adthena

# Loved by customers, trusted by agencies

**Adthena**

GoDaddy · L'ORÉAL · Hilton · TOYOTA · NESPRESSO

VOLVO · PROGRESSIVE · VW · QANTAS · UNIBET

TUI · TOYOTA · dentsu · Bupa · groupm

Users Love Us · Leader SUMMER 2023 · High Performer SUMMER 2023 · High Performer Enterprise SUMMER 2023 · Best Support SUMMER 2023

"Great tool for market insights" ★★★★★

"Best SEM tool I've ever used" ★★★★★

"Adthena delivers on its promise" ★★★★★

Global Business TECH AWARDS 2023 | WINNER |

APAC SEARCH AWARDS 2023 WINNER

GLOBAL SEARCH AWARDS 2023 WINNER

EUROPEAN 2022 SEARCH AWARDS WINNER

GLOBAL SEARCH AWARDS 2022 WINNER

UK SEARCH AWARDS 2022 WINNER

US SEARCH AWARDS 2022 WINNER

The Drum Awards Search Winner 2022

## Does AI fit your strategy?

AI empowers search marketers to leverage data-driven insights, automate tasks, and optimize campaigns with precision.

By embracing AI technologies such as Adthena, you can enhance your search marketing strategies, improve customer experiences, and achieve better results.

STRATEGIC INSIGHTS

**Get started** with Adthena today

**Request a Demo**

Get in touch with our team at info@adthena.com or visit us at adthena.com