

GUIDE

# How to get 1 in 5 dollars back on brand search

Reduce marketing costs and increase profitability, without hurting revenue.



## Meet the Lone Ranger

How are you identifying where you can reduce your marketing costs and increase profitability, without hurting revenue?

If you're a PPC advertiser, chances are you are throwing money away on brand terms.

The culprit? **The Lone Ranger.**

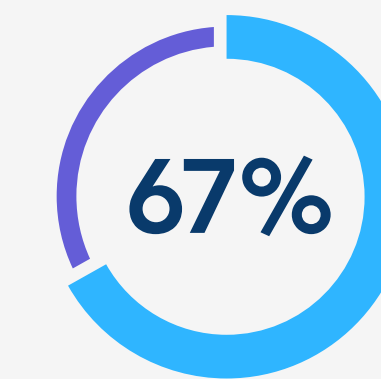
"Lone Rangers" are your brand terms that rank #1 in both paid and organic search but have no other competitors bidding on them. Why pay for those clicks? Some enterprise brands with large paid search investments waste millions each year.



### On your side

“*Optimisation of marketing spend is a primary objective of every marketer. The proliferation of adtech and martech has already enabled large swaths of the digital ecosystem to use data-driven intelligence and “always-on” automated platforms to optimise billions in ad spend. This same capability for PPC advertisers is critical.*”

**Ben Peck**, VP Customer at Adthena




of enterprise brands will save costs immediately.

## Unmasking Lone Rangers

Adthena's research shows that **brands can save 20% of their PPC budgets annually** simply by eliminating spend on Lone Rangers.

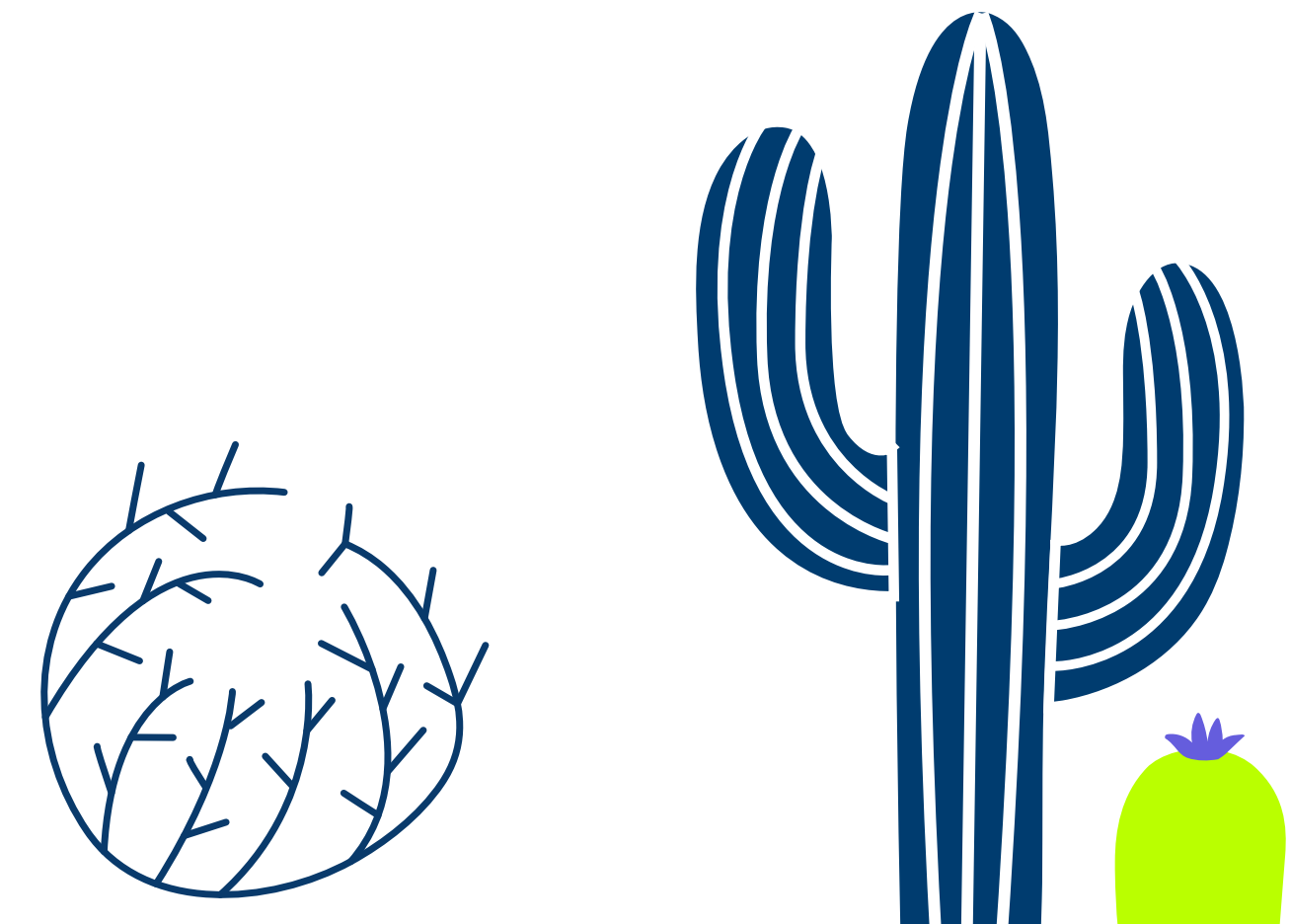
But how can you identify these terms in time to stop bidding?  
And what if a rival steps back into the auction?

Read on to learn how you can efficiently and automatically toggle bidding on Lone Rangers to easily eliminate unnecessary spending.



**\$2M**

Customers could save up to \$2M annually by pausing and activating Lone Ranger terms.

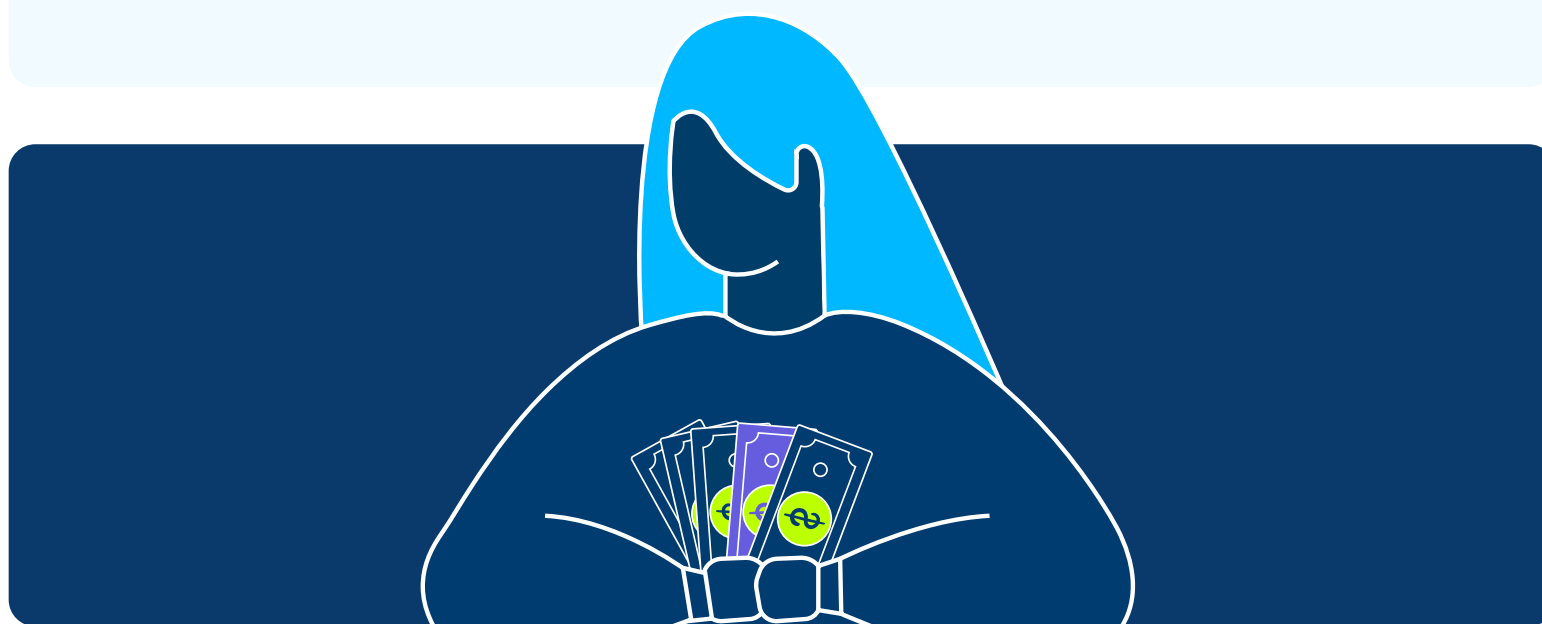


## Why automate brand bidding? Everybody wins.

### PPC Managers win

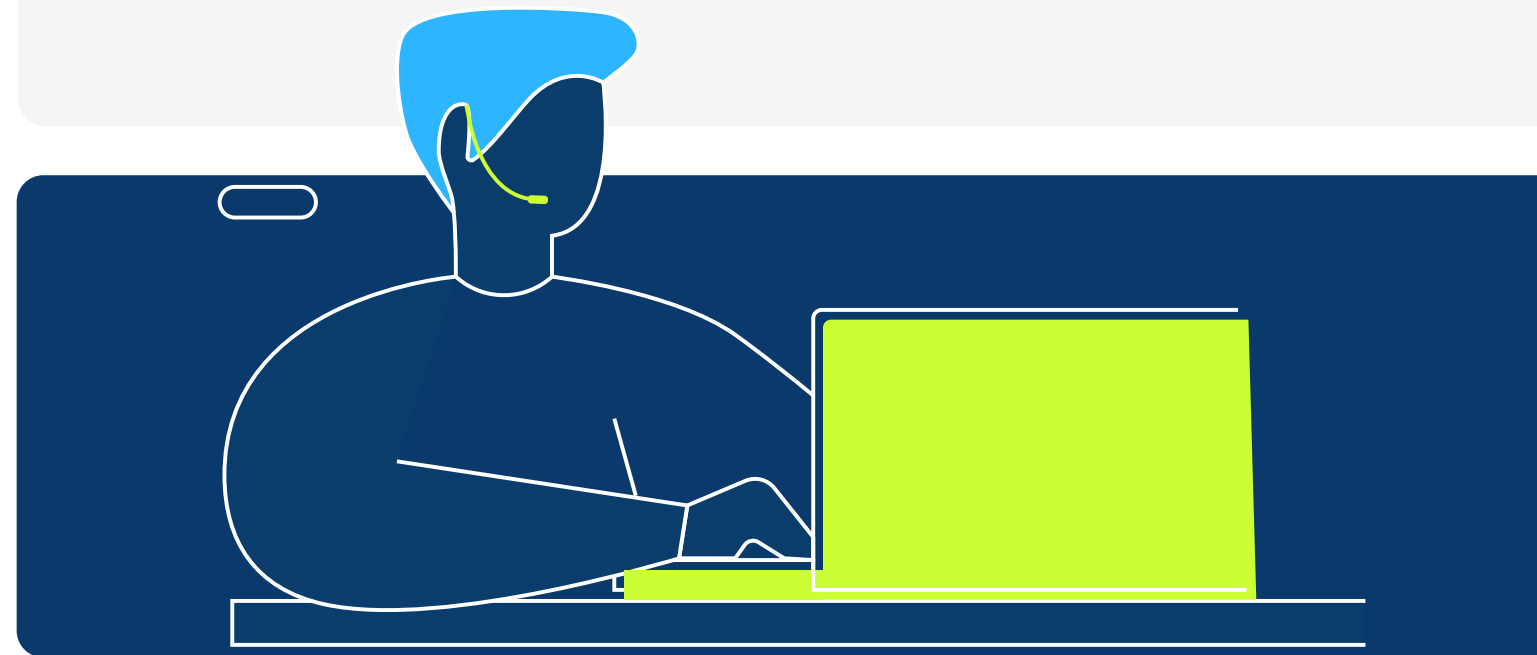
As Google Ads become more automated with features like PerformanceMax and Smart Bidding, campaign managers have less visibility into where their ads appear. The result is more waste and poor-quality clicks, so campaigns fail to hit ROAS targets.

Automating brand bidding allows PPC managers to regain control over campaign performance, open up transparency into where brand campaigns are appearing, eliminate waste, and save time.



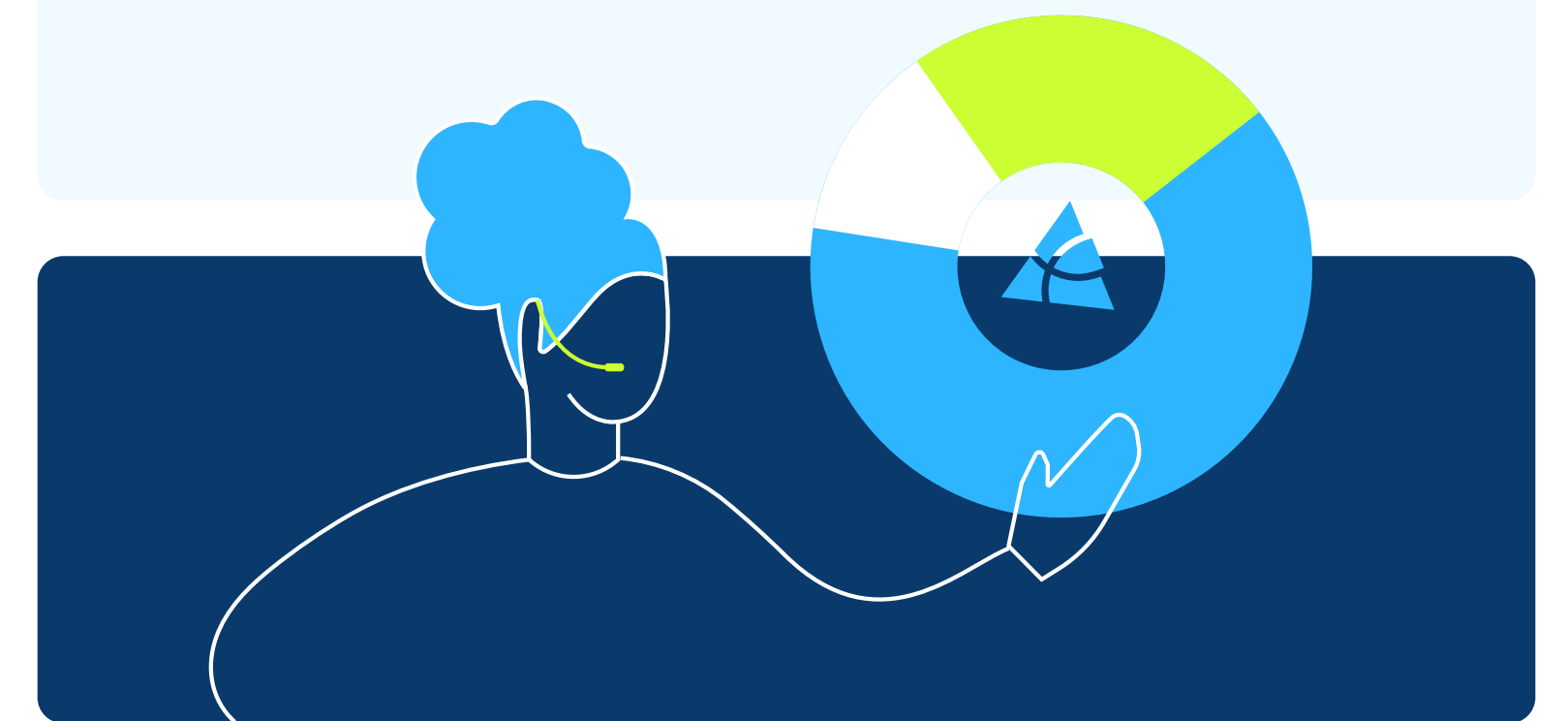
### Digital Marketing Directors win

With the increasing automation of Google Ads and Search Ads 360, traffic quality and conversions are less predictable. At the same time, auctions are more expensive, especially for brand ads. Automating brand bidding allows digital marketing directors to reduce wasted spend and fully optimize marketing budgets.



### CMOs win

Automating brand bidding gives CMOs reassurance that marketing teams and digital budgets are optimally utilized and driving the best possible outcomes for the brand while freeing budget for strategic investments.



## Digital agencies: reinvest in new channels and campaigns

Digital agencies can win by automating brand bidding, too. You can help clients cut costs or reinvest their savings into new channels or upper-funnel tactics, giving you a competitive advantage.

### The dilemma of #1 (solved)

Maintaining top brand positioning can be costly. But reducing brand ad spend opens the door for competitors to conquest your terms. Agencies need the ability to dynamically adjust to competitive conditions.

### Automating brand bidding allows you to:

1. Ensure you are not overspending when your clients don't face competitors in the SERP
2. Automatically reestablish your client's position on the SERP when competition appears

# \$270k

Digital agency: Reallocated \$270k in branded spend to more competitive areas for a client



## Agencies: we've got your back

*Across our agency portfolio of partners, we're helping group directors hit efficiency targets. Providing the ability to **pivot campaign strategies** and move budgets to new channels help our partners become the champions they need to be."*

**Tony Laurel**, Director of Customer Success, Adthena

## Save or reinvest: the choice is yours

Brands are already seeing enormous savings from automating brand bidding. Those savings can be used to meet budget goals or be strategically reinvested for growth.

Travel company **Avanti West Coast** needed to maximize spending efficiency without sacrificing market share during the pandemic. By identifying multiple high-volume Lone Rangers, the brand was able to stop spending on those terms without relinquishing clicks to competitors.



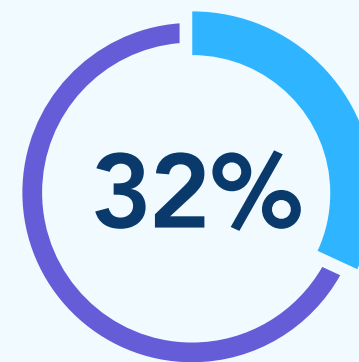
Avanti saved an average of **32% each month**, and by reinvesting the savings in other areas of PPC growth, the company increased revenue by **13%** on generic terms.

AVANTI  
WEST COAST



*“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



Avanti West Coast used Adthena’s Brand Activator to identify 32% savings on brand terms.

## Where to reinvest for growth?

Using Adthena’s patented **Whole Market View technology**, these savings can then be reinvested back into paid search on higher-performing search terms to further increase overall Return On Ad Spend (ROAS).




**Smarter spending**

*By reallocating paid search budget in this more-efficient way, brands will achieve their overall goals, such as **boosting market share, much faster.***

Ian O’Rourke, CEO & Founder of Adthena

## How much could you save?



<p><b>£15.6k</b></p>	<p><b>Telecoms brand</b> Paused 54 non-transactional Lone Ranger terms, saving £1300 per month</p> 	<p><b>£32k</b></p>	<p><b>Travel brand</b> Reduced PPC costs without sacrificing traffic, saving £2,690 per month</p> 
<p><b>\$36k</b></p>	<p><b>Bank</b> Down-weighted PPC spend on Lone Rangers, saving \$3,000 monthly</p> 	<p><b>Millions saved</b></p>	<p><b>Hotel brand</b> Saved millions, roughly 25-30% of their annual brand budget</p> 



**Save and reinvest**

“  
Being able to *save and reinvest budgets* has allowed our customers to be more strategic and reinvest budgets in areas that need greater attention.”

Eloise Kuljanic, Search Consultant, Adthena

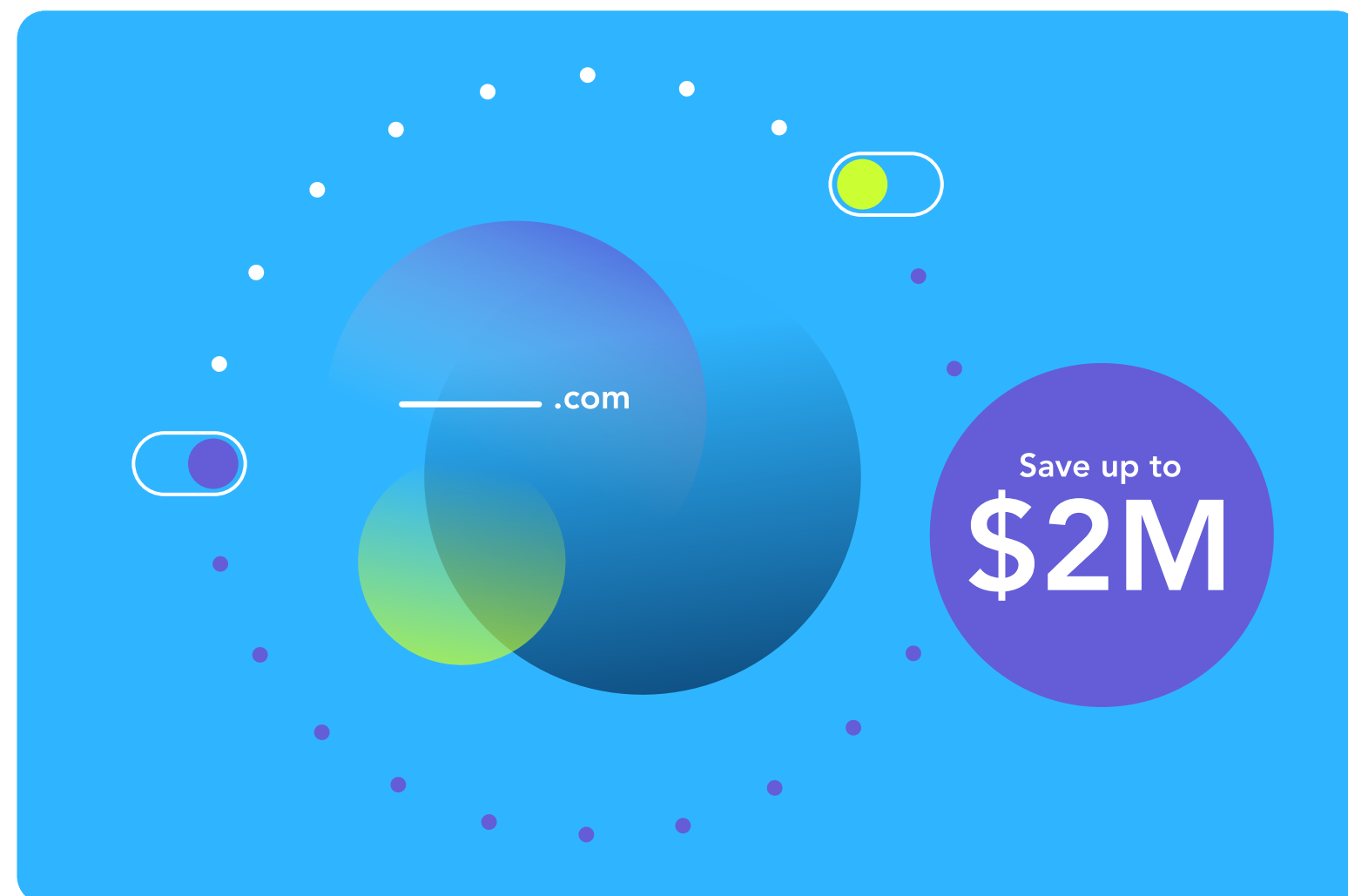
On average brands saved or reallocated up to 20% of their paid brand search budget in just 40 days.



## So, how do I automate my brand bidding?

The answer is simple: **Brand Activator**.

Brand Activator is a feature on the Adthena platform that automates the entire process of monitoring, pausing, and restarting Lone Ranger campaigns so you neither waste budget nor lose market share.



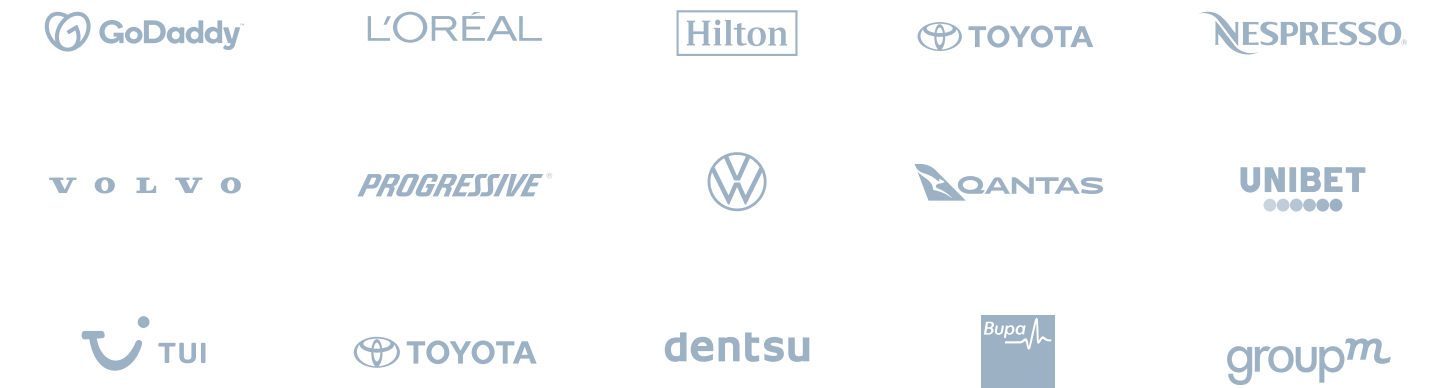
### How does Brand Activator work?

1. Automated monitoring continually identifies Lone Rangers among your search terms
2. Brand Activator automatically pauses Lone Ranger bidding
3. Bidding automatically resumes if a rival re-enters the auction
4. Monthly reporting lets you track patterns and competitor activity and quantify savings

### Why throw budget away?

Brand Activator is an easy and no-risk way to stop bidding on Lone Rangers and get more from your PPC budget.

- Stop wasted spending now
- Save time with set-it-and-forget-it automation
- Conserve budget or reinvest for growth
- Take control of PPC performance





**Loved by customers, trusted by agencies**

"Great tool for market insights"

★★★★★

"Best SEM tool I've ever used"

★★★★★

"Adthena delivers on its promise"

★★★★★













**WINNER**

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