

GUIDE FOR DIGITAL LEADERS

Brand Crashers

5 steps to optimize your brand in search



Introduction

Your brand is valuable (and freeloaders know it)

In paid search, your most effective and cost-effective strategy should be to leverage your own valuable brand equity. Your online brand space is where you should be most confident at securing transactional web traffic associated with your products or services.

Your brand terms, customer experience, message, and USPs are yours to own and should be your safe space in paid search. Your home, your party.

Your brand is constantly under attack in paid search from businesses and brands freeloading on your brand equity, bidding on your brand terms, and using your brand name and trademarks in their ad copy. These brand crushers are driving up your brand CPCs and syphoning off customers.

In this guide, we'll show you how to easily monitor and take action against trademark infringements, prevent partners and affiliates from cannibalising clicks, and save money on terms you're already winning organically.

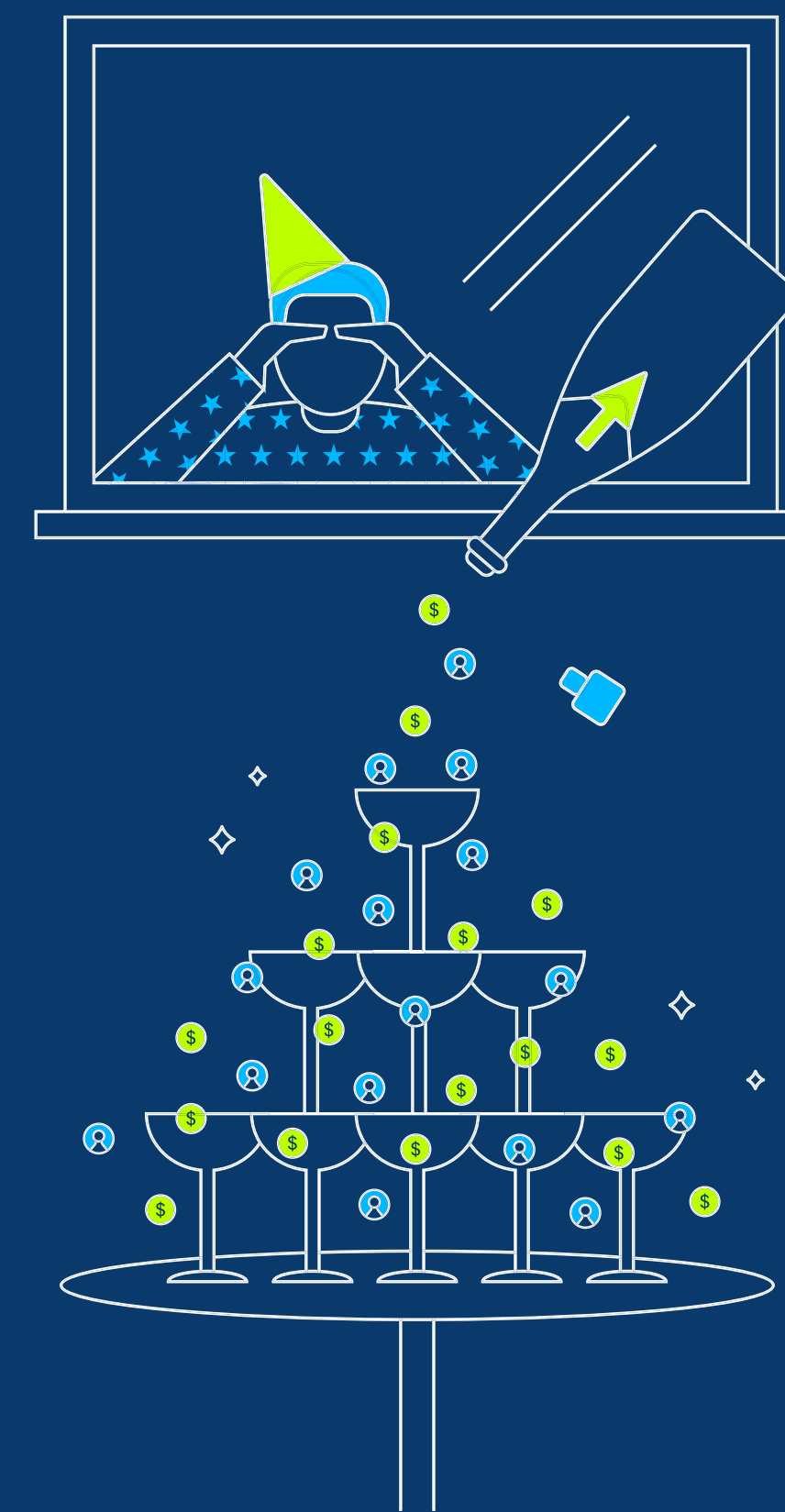
There's only one problem...
other brands are crashing your party!



21.5%



of a brand's clickshare is taken by competitors on average per year.*



Why 'brand crashers' are bad news

Optimizing your PPC campaigns to outsmart the 'brand crashers' isn't just about improving your paid search results, it's also **essential to ensure you get full value from your entire marketing program.**



Trademark infringements divert as much as 21.5% of a typical brand's clickshare to competitors. They're stealing clicks that are rightfully yours.



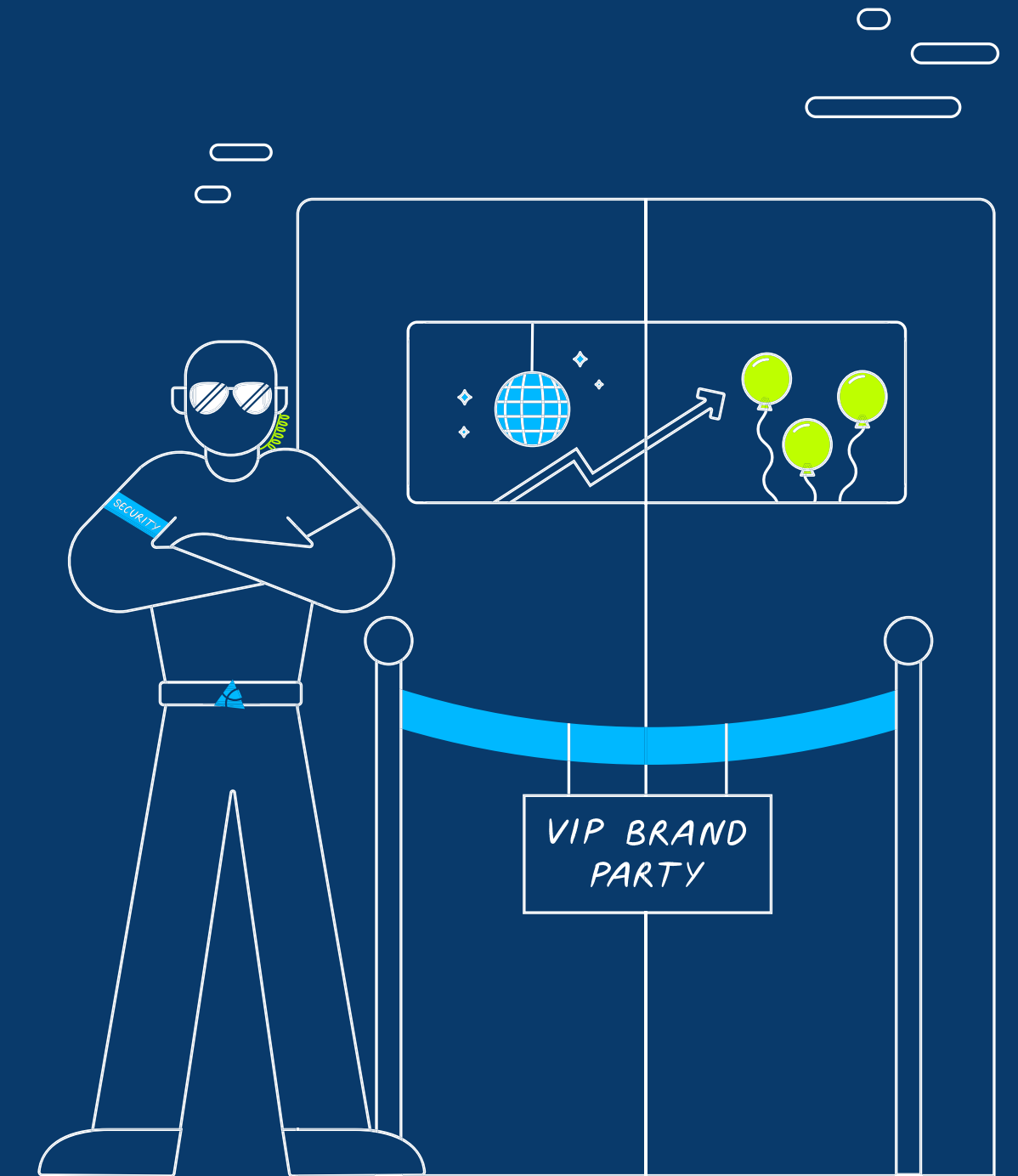
Radio and TV ads can do a great job driving demand for your brand, but only if search helps close the deal. Search is a critical part of the funnel and can be the single point of failure for your entire investment if you let rivals steal demand.



One lost customer (and associated data) can snowball into tens of thousands of dollars over that customer's lifetime.



*Adthena industry average data taken from 450+ businesses' text ads across the EU, USA and Australia. Includes brand terms and brand generic terms.



236k

the average number of clicks a brand loses to competitors every year.*

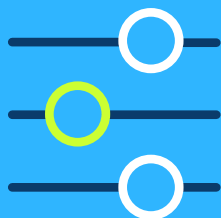


STEP 1

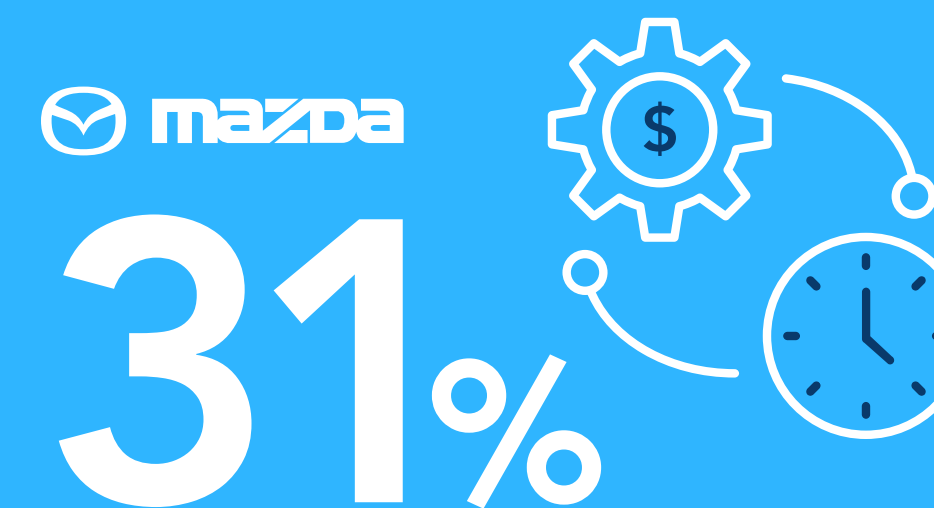
Keeping partners in line

Eliminate affiliate party-fouls

Your own affiliates and partners can cannibalize your brand clicks, too, whether intentionally or otherwise. When they do, you end up paying unnecessary commissions for a click you would have gotten from your own ads or organically.

Sometimes partners or affiliates intentionally violate your agreed-upon guidelines and appear on your branded search terms when they shouldn't. They may hide the evidence by serving ads outside your geographic locations or hours of operation.

-  **Set boundaries**
Agree to codes of conduct that specify what terms your partners can use and how you want your brand to be represented. Include search terms you don't want to be associated with and consider alternative terms of value to whitelist so you're not competing for the same clicks.
-  **Prove it and don't over pay**
Make sure you're only paying for traffic that you wouldn't win otherwise. Record evidence to enforce your contractual terms.
-  **Let the machines do the hard work**
Use automated search intelligence technology to monitor infringements at scale and easily record and share evidence of violations.



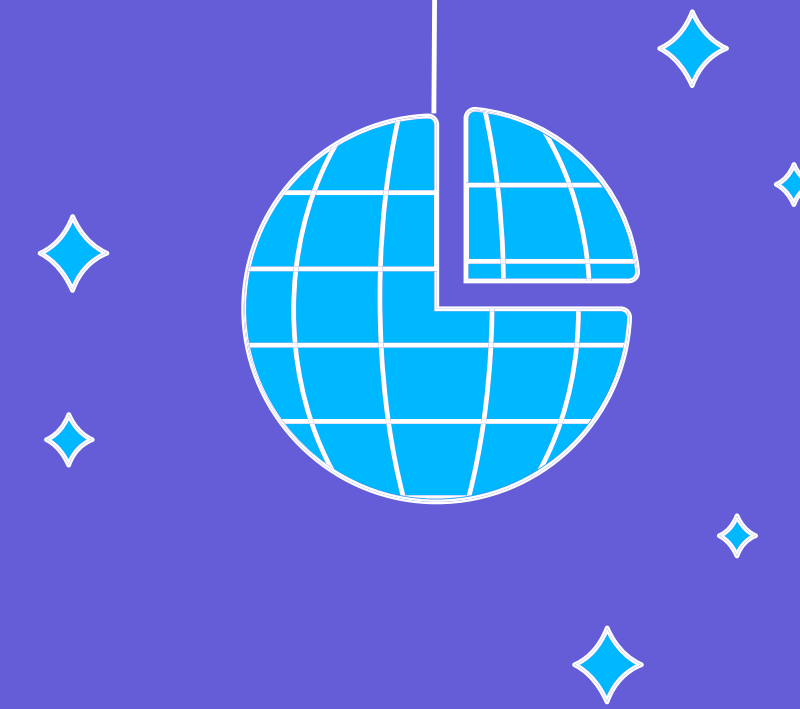
The amount of cost efficiency Mazda drove with its dealership strategy through Adthena's brand monitoring.



The average number of competitors bidding on your brand terms at any given time.*

STEP 2

Keep competitors off the guest list



Don't get sucked into bidding wars on your own search terms. The most effective long-term strategy against brand crashers is to harness the power of search intelligence to understand your competitors' Google Ads strategies on a granular and continual basis. Then you can take action. Here's how:

Adthena's Brand Protection solution allows you to monitor bids and infringements on your branded search terms on a vast scale. Around the clock, we provide a complete AI-powered map of all brand bids and infringements in your competitive search universe.

Use automation to identify
10x more infringements



Make informed budget decisions on your brand terms.



Proactively monitor your entire digital brand landscape.



Prevent partners and affiliates from cannibalizing clicks.



Spot infringements and protect your brand value.

GIMO
€1.12M 

GIMO halted the bidding wars and saved big by using Adthena's Brand Protection solution



 EUROSTAR™

37% 

The amount Eurostar saved on CPCs to reinvest in growing areas, through Adthena's Brand Protection solution.

STEP 3

Eject the brand crashers (with the click of a button)



Sage
-75% CPCs

After just 5 days of using Adthena's Auto Takedown, Sage saw a 75% decrease in CPCs for brand terms. Read the full [case study](#).

Search marketers experience many challenges when it comes to controlling the use of their trademarks. The two themes we hear most?

"Trying to control the use of trademarks is tedious and time consuming."

"Finding real-life trademark infringement examples is too difficult to do manually."

It can take up to eight hours each month to manually collect and process the trademark violation data required to submit Google complaints properly.

The solution?

By automating aggregation and submission of infringements across devices at scale, you can confidently protect your brand and save time and effort.

Auto Takedown is an Adthena feature that allows you to map and monitor all competitive and partner activity around your brand terms, meaning you can efficiently respond to trademark infringements and report those examples directly to Google for removal. All with the simple push of a button inside the Adthena app.

-  Automatically monitor your brand trademark search terms at scale, 24/7.
-  Automatically submit evidence of trademark violations directly to Google. Adthena will also keep track of the responses from Google.
-  Save up to eight hours per month in manual monitoring.





Sage

Adthena helps us objectively quantify and validate just how competitive our market is and when our position is at risk. That insight has been vital to securing stakeholder support to adequately fund paid media budgets and stay on top of our market.

Shazia Kermally, Regional Paid Media Manager UK & Ireland, Sage



STEP 4

Get the budget under control

\$2M 

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

Wait, is this a costume party? Enter: the Lone Ranger.

Lone Ranger keywords drive millions in wasted brand paid search spend. They're brand terms you win organically and for which you're the sole bidder for paid ads. Many brands keep spending on those terms simply because monitoring and identifying them 24/7 used to be a time-consuming hassle.

Why pay for clicks on terms you're winning for free, especially if you can automatically turn off bidding on your brand terms when you're the Lone Ranger.

Our customer research shows that brands can save up to 20% or up to \$2 million annually by managing Lone Rangers automatically with Brand Activator.



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

32% 

Avanti West Coast used Adthena's Lone Ranger report to identify 32% savings on brand terms.

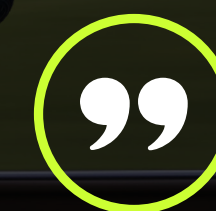
Read the full case study [here](#)



AVANTI
WEST COAST

Adthema helped us identify real spend efficiencies. Through Brand Activator, 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



Insight

What's Adthena's Brand Activator?



70%

Nearly 70% of brands will see savings immediately, and the remainder will see costs go down within 40 days.

Brand Activator automates the entire process of monitoring, pausing, and restarting Lone Ranger campaigns so you don't waste budget or lose market share. It automatically deactivates and reactivates bidding to ensure full optimization of brand clicks and market share.



24/7 monitoring

Adthena finds Lone Rangers terms you're winning organically with no rival bidders.



Automatic deactivation

Bidding on Lone Rangers is automatically paused and added to your negative keyword list.



Automatic reactivation

Bidding is reactivated if a competitor starts bidding.



Monthly reporting

Adthena provides analytics for you to track your savings and identify other areas to reinvest.

Save millions with **automated brand bidding.**

Adthena

[Click to watch the video](#)



STEP 5

Let's get the party started

It's your party now, so enjoy it. Once you've bounced the brand crashers, reclaim your brand space, recoup the saved budget and re-invest it elsewhere to bolster your results and succeed in new areas.

Using Adthena's Whole Market View technology, you could reinvest your savings into paid search on higher-performing search terms to boost overall Return On Ad Spend (ROAS). Make sure you're not missing any of your own brand generic terms in your bidding strategy - including these could drive more traffic.

Save up to 20% in just 40 days



\$270k

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

+13%

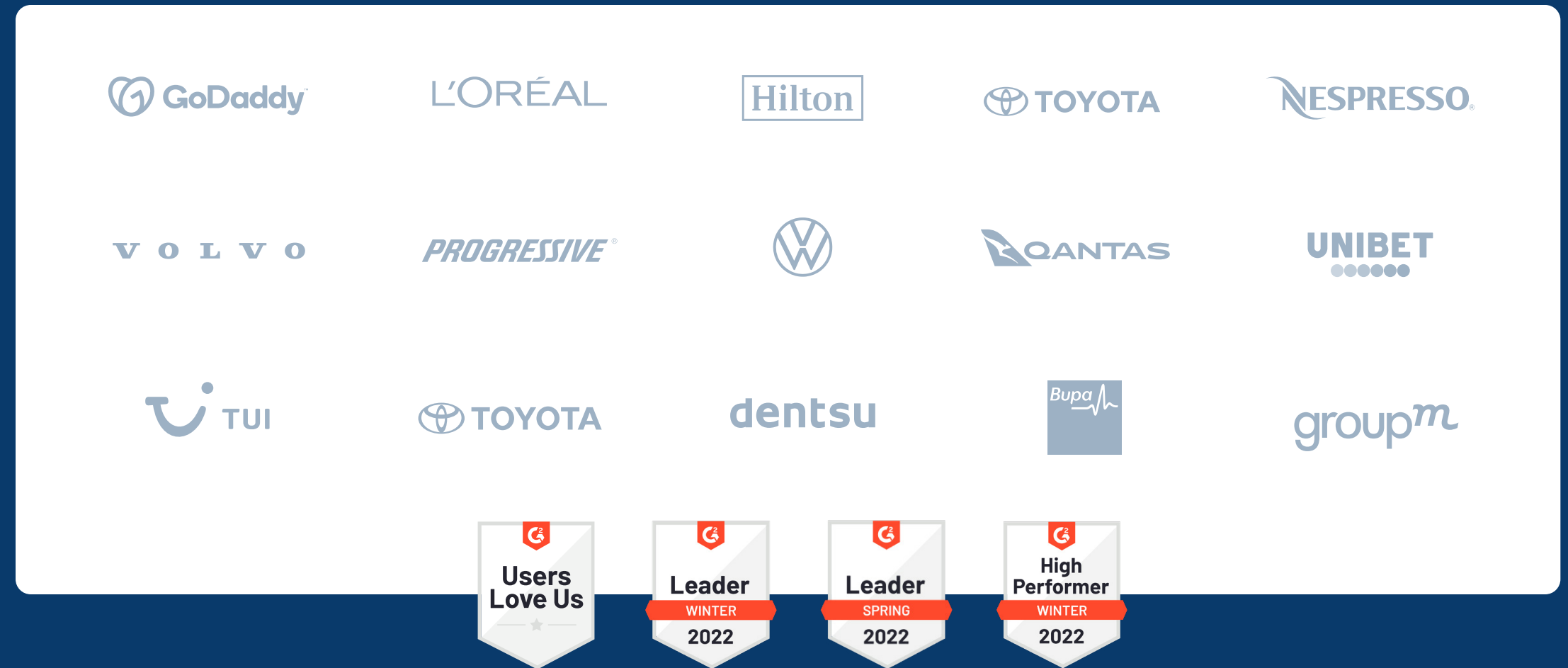
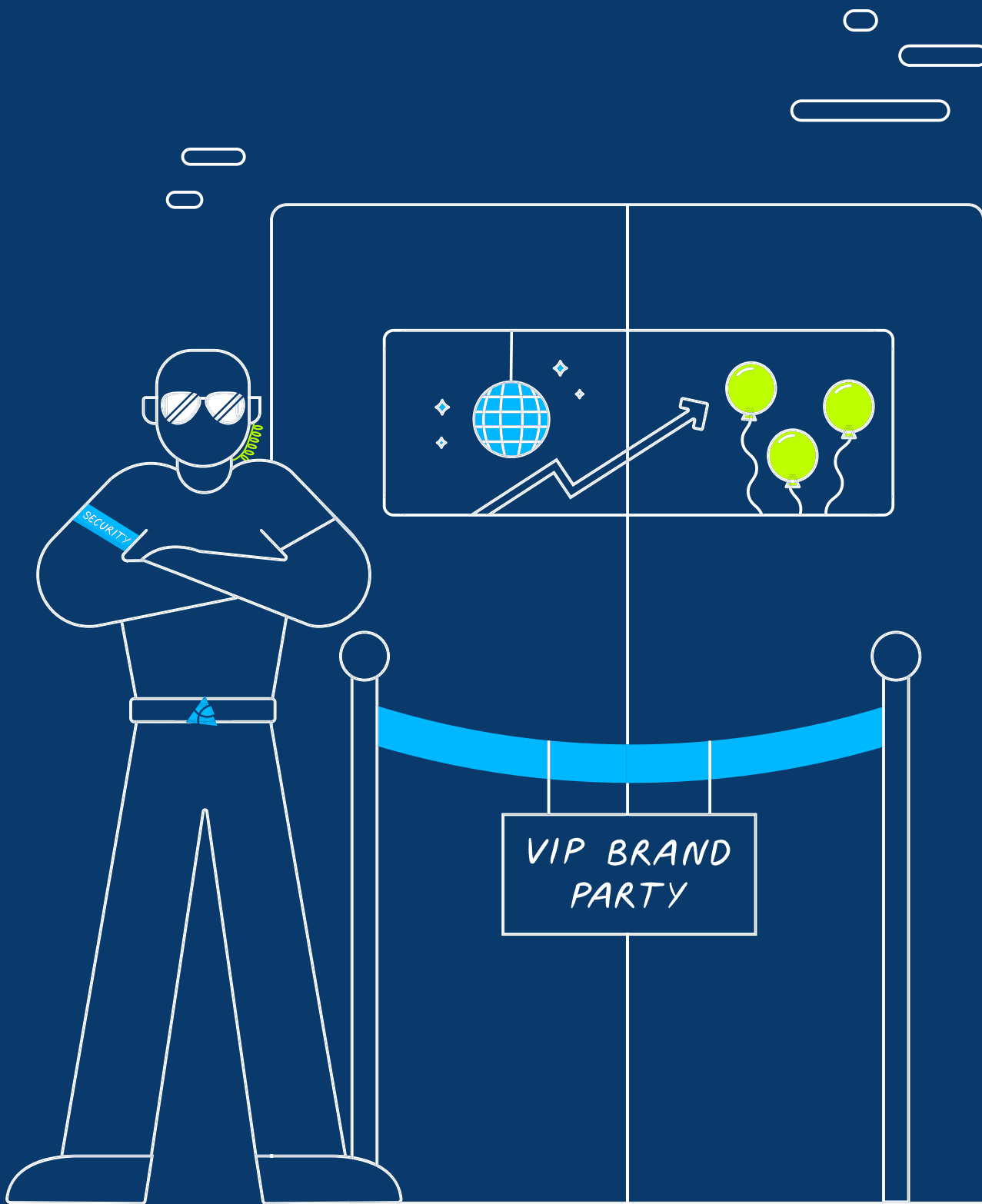
By strategically reinvesting savings into higher-performing generic search terms, Avanti West Coast increased revenue by 13% on generics and market share by 539%.

9%

of brand and brand generic terms are missing from a typical brand's bidding strategy on average.*



Cut brand search costs without losing a single click



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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