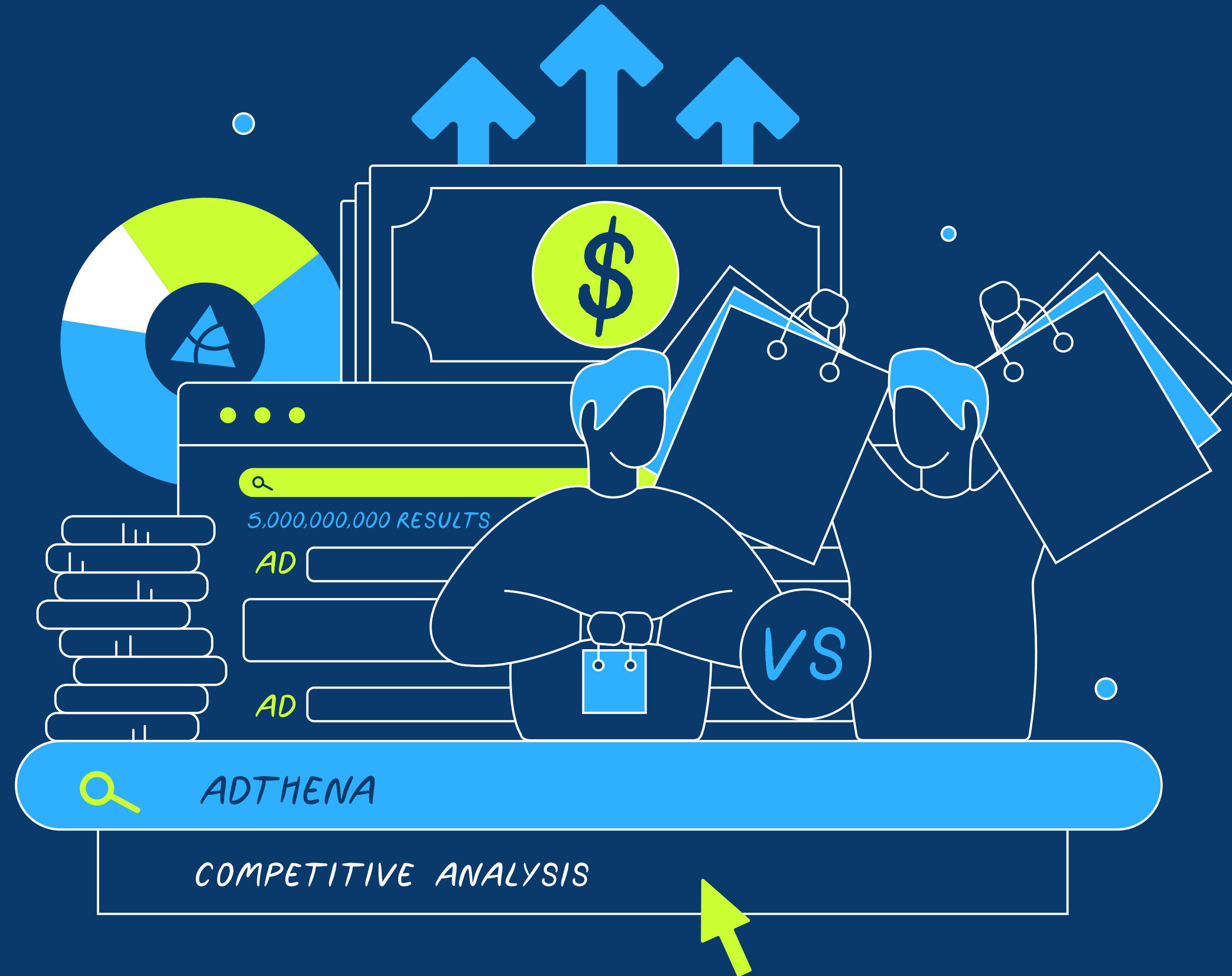


ENTERPRISE SEARCH GUIDE:

Bag new customers in competitive retail markets

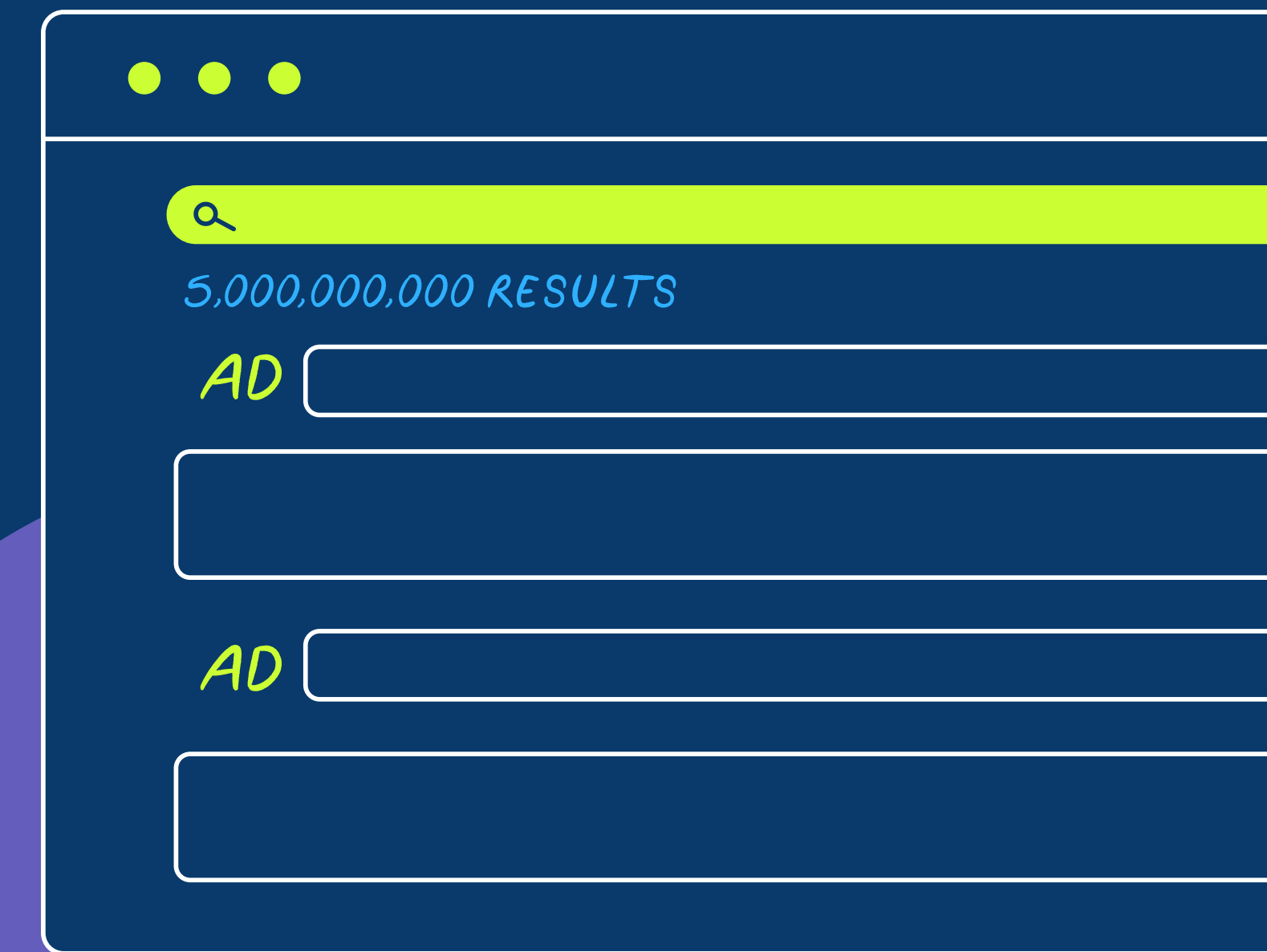


See the entire retail search landscape

Whether you're a luxury consumer brand that needs to manage reseller and protect equity, a supermarket aiming for the top spot, or an online retailer looking to get more with ad copy – Adthena can help you achieve your goals.

Our award-winning technology gives you visibility of your entire search landscape. In three steps, you can overcome your biggest digital marketing challenges, and save money while increasing ROI and conversion quality:

1. Avoid diminishing returns and grow profitably
2. Improve visibility and identify wasted budget on brand terms
3. Contextualize performance with informed search insights



STEP 1 | Optimize Google Shopping and grow profitably

THE CHALLENGE


You struggle to correlate Product Listing Ads (PLA) images and price points with impressions, making it difficult to identify the impact of specific imagery on Google Shopping. You also hit a wall when comparing Google's Search Query Report (SQR) with competitors, even with extensive reach capabilities in place, such as Broad Match or Performance Max.

✓ THE ADTHENA SOLUTION

1. Analyze visual elements used by competitors and successful asset practices observed in the market to create new, relevant images.
2. Support discussions with trading teams and make informed decisions regarding pricing adjustments.
3. Incorporate new keywords into Google Ad campaigns or use as audience signals.

SELFRIDGES&CO

Adthena's **Google Shopping** provides insights into how your competitors are positioning their products in terms of pricing, descriptions, and product themes. For instance, **Selfridges** PLA for a luxury handbag, has appeared on 22 search terms and was shown on 22% of searches.

Image	Title	Price	Competitor	STs	Display period	Market Coverage	Frequency
	Saint Laurent - Black Monogram Quilted-leather Shoulder bag	£1255	selfridges.com	29 STs	30 days, Dec 04 - Jan 02	<0.1%	22%

THE CHALLENGE

The impact of store closures, seasonal fluctuations, and competitor movements is not clear. You have no access to competitor data segmented by custom categories, accurate detail on the search volume for specific queries, or an understanding of competitor impression or click.

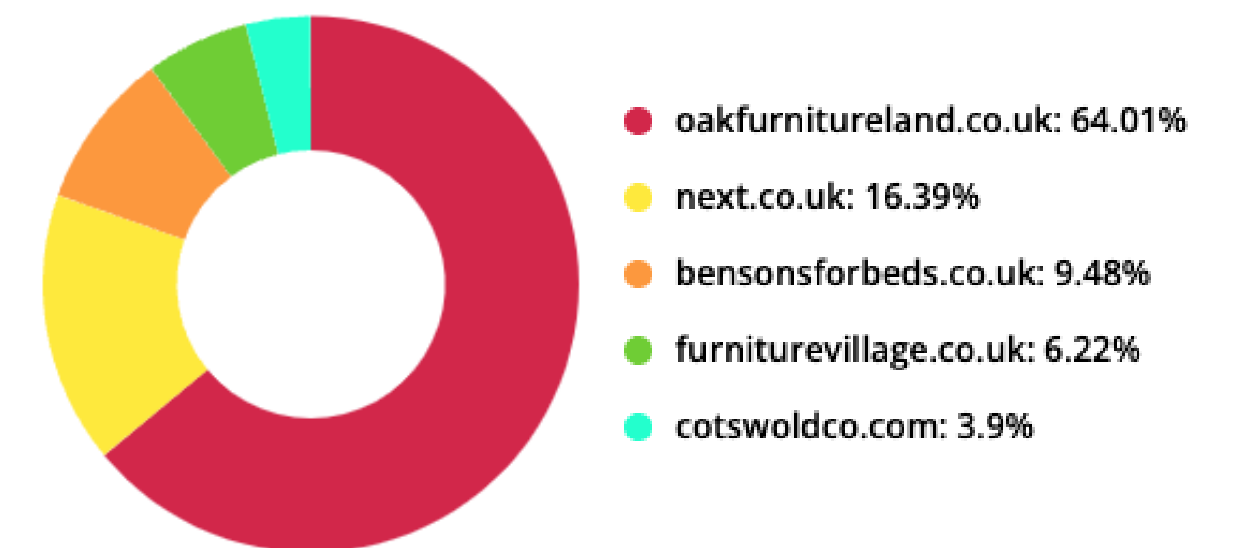
✓ THE ADTHENA SOLUTION

1. Monitor trends and seasonality, including average CPCs in the market, competitor market share, average position, and share of impressions.
2. Monitor how competitors change their activity in the most valuable trading times.
3. Understand how competitors distribute their spend at different times of the year.
4. Gain performance metrics contextualizing what's driving market share for each competitor.

Oak furnitureland

Using Adthena's **Market Share Report**, we see that **oakfurnitureland.co.uk** holds the majority share of clicks at 67% for mobile shopping ads vs four key competitors.

Shopping - Mobile



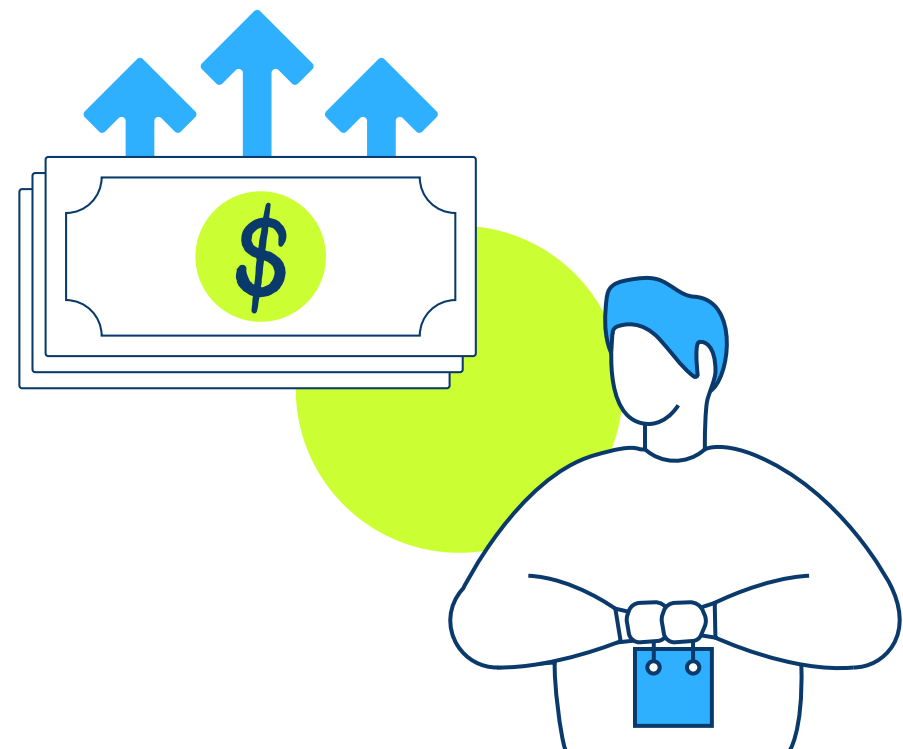
STEP 2 | Improve visibility and identify wasted budget on brand terms

THE CHALLENGE

Quantifying the impact of resellers on costs, traffic, and brand reputation is an ongoing challenge. You're not alerted to or able to capture evidence of reseller violations or fraudulent ad activity without manually monitoring the SERP.

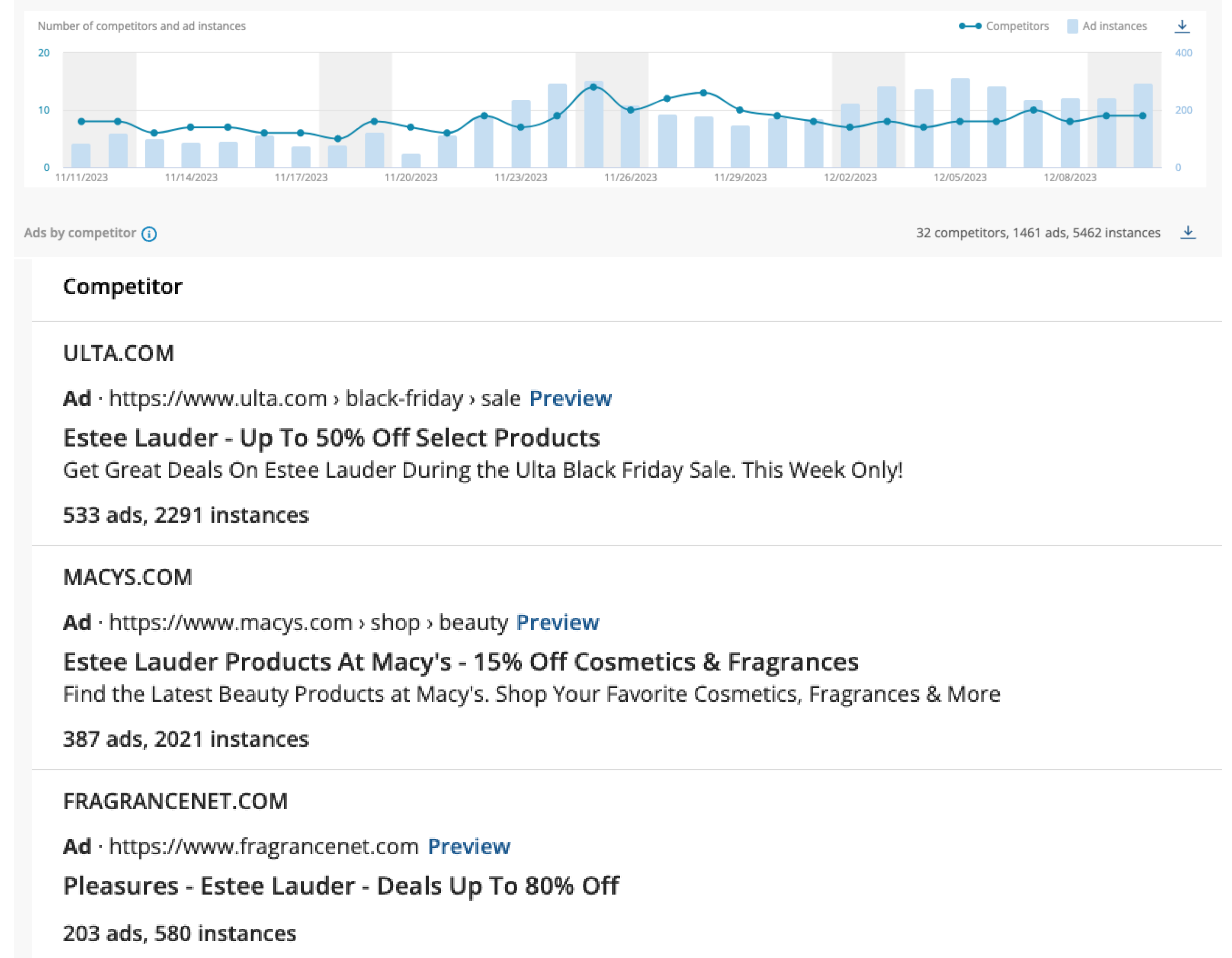
THE ADTHENA SOLUTION

1. Monitor resellers who are competing too aggressively on your brand terms.
2. Monitor affiliates to ensure they are using the correct ad copy and are not bidding on restricted terms.
3. Monitor competitors who are illegally using your trademarks in their ad copy.
4. Instantly submit trademark infringement evidence to Google.



ESTÉE LAUDER

Adthena's **Infringement Tracker** will catch 10x more brand infringements. In this example, we see that there are 32 competitors infringing on **Estée Lauder**, across 5,462 instances. **ulta.com** is the highest bidder here.



STEP 3 | Contextualize performance with informed search insights

THE CHALLENGE

You struggle to stay on top of competitor movements and competitor count across the various categories, locations, and search terms. You also lack visibility on how each of your categories are contributing to your performance and your competitors' performance.

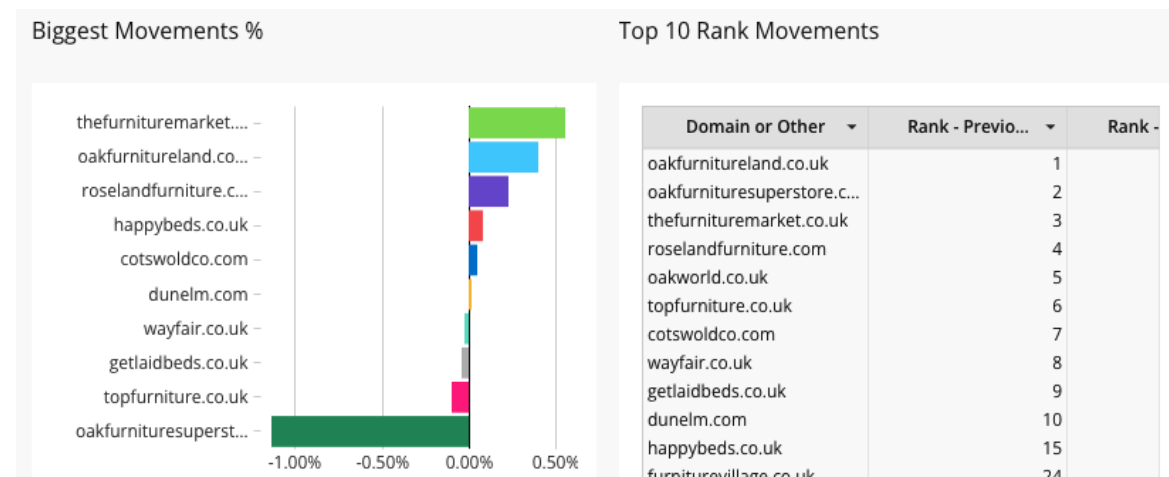
THE ADTHENA SOLUTION

1. Compare week-on-week performance, identify the biggest movers, and get an overview of different categories compared with top competitors.
2. Get insights into the relative size of your market for each of your categories to understand their contribution to your performance.
3. Get a competitor count breakdown over selected time periods to illustrate any patterns.



Adthena's **Biggest Movers** report with My Analytics will highlight which competitors have made gains or lost share by comparing the most recent activity period with the previous activity period.

In this example, **thefurnituremarket.co.uk** is the biggest mover, whilst **oakfurnitureland.co.uk** holds the highest Share of Clicks.



THE CHALLENGE

Performance Max limits the control over whether campaigns appear on brand terms and Google doesn't provide an SQR. You face limited control and visibility across your Performance Max (PMax) campaigns and are forced to trust Google to optimize campaigns effectively, without a clear understanding of the decision-making process.

THE ADTHENA SOLUTION

1. Curate and optimize your negative keyword lists and identify which terms your brand is appearing for within the PMax campaign.
2. Identify phrases that are performing well for competitors and how they are positioning their products in terms of pricing, descriptions, and product themes.
3. Maintain visibility on the SERP for PMax campaigns and sense check the search terms that ads are appearing for and not appearing for.



Adthena's **Search Term Detail** lets you see which terms have the most competitors appearing on them, as well as the volume potential and estimated cost. Here we see that **crewclothing.co.uk** is the top competitor for "womens coats", with 6,082 estimated clicks and an average position of 1.1.

Search Term	Competitors	Est. Clicks	Top Competitor	Avg. Position	CPC Range
women's coats	20	6,082	crewclothing.co.uk	1.1	£0.27 - £5.06
waterproof jackets	21	6,043	rab.equipment	1.2	£0.30 - £2.72
waterproof jacket	18	5,178	rab.equipment	1.3	£0.28 - £1.96
men's coats	18	4,580	mandmdirect.com	1.1	£0.39 - £2.30
rain mens jacket	2	3,083	rains.com	1	£0.14 - £2.08



Adthena is a vital tool not just for tactical campaign decisions, but also for our overall strategy. It provides competitive data to validate investments, defend against competitor moves, and steer our strategic decision making in all areas of search. Our team uses Adthena every week, and we can't get the same level of reassurance for our PPC campaigns anywhere else."

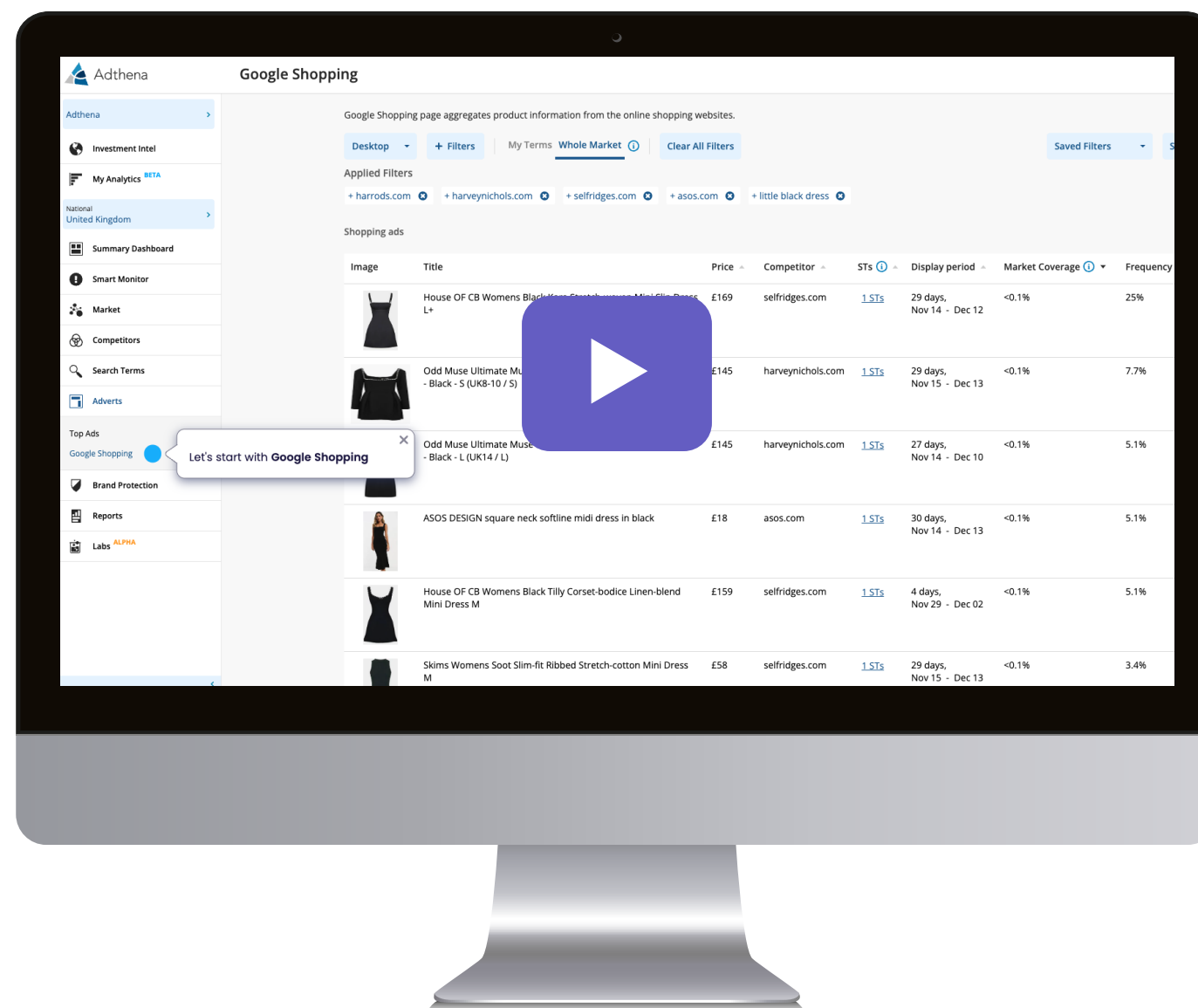
Karen Luff
Paid Search Manager
Marks & Spencer



Focusing on strategic insights, precision in increasing conversion volume, and robust brand protection, Adthena gives brands the tools needed to thrive, maximize profits, and protect their brand equity.

Take a step-by-step tour of Adthena and see how we can help you conquer complex markets and excel within the retail industry.

Take a self guided tour



Loved by customers, trusted by agencies

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

"Best SEM tool I've ever used"
★★★★★

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



Some of the data used in the examples is for illustrative purposes only



Get started with Adthena today