

ENTERPRISE SEARCH GUIDE:

Take pole position in competitive **auto markets**



See the entire automotive search landscape

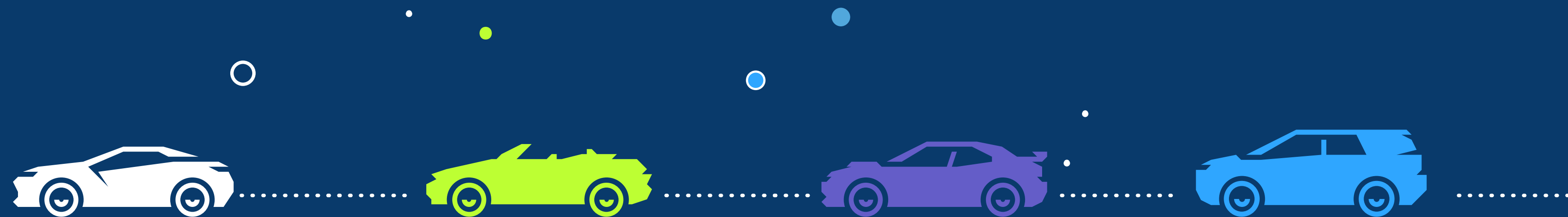
Whether you're a global car brand breaking into new markets or managing an extensive network of dealers, Adthena can help you achieve your goals.

Our award-winning technology gives you visibility of your entire and local search landscape.

In three steps, you can overcome your biggest digital marketing challenges, and save money while increasing ROI and conversion quality:

1. Contextualize performance with informed search insights
2. Reducing cost without impacting sales
3. Increasing sales without impacting margin

The road to search success awaits...



STEP 1 | Contextualize performance with informed search insights

THE CHALLENGE FOR MANUFACTURERS

As Auction Insights only shows competitors with a 10% impression share, your view of full performance is restricted. You're uncertain when local dealerships are using your brand terms, yet want to avoid cannibalization and improve alignment. Despite your desire to enhance performance in generics, you also lack insight within subset categories, restricting a clear understanding of actual performance.

✓ THE ADTHENA SOLUTION

1. Get to the heart of cultural, language and needs-driven user intent by location.
2. Understand the search landscape of your target cities, countries, regions or DMAs.
3. Get automated alerts to threats and opportunities in your local markets.
4. Discover distinct search term patterns and competitor strategies.
5. Analyze competitor ad copy, search terms and click share.

THE CHALLENGE FOR DEALERSHIPS

Limited by the level of performance context in Auction Insights, you struggle to make informed decisions. You'd like to enhance your understanding of organic using category-level data, reduce CPAs and boost tROAS at the campaign level. With a lack of awareness regarding local-level competitors influencing market share, you face impeding efforts when making strategic adjustments.



Arnold Clark

Adthena's award-winning solution, **Local View** will show you what your audiences are searching for by location, tell you which ad copy performs best and who you're competing with. Opposite, we can see the spend efficiency for specified **Arnold Clark** locations. Spend efficiency is simply the ratio of share of clicks vs. share of spend.

	5%	10%	15%	20%	25%	Spend efficiency	Click Rank	Share of impressions	Search terms	Estimated market size	Next steps
National (UK)						Good	12	2.1%	5,220	~ 70M	...
Arnoldclark Wales						Good	1	28%	1,333	~ 275K	...
Arnoldclark Nottin						Good	4	16%	1,321	~ 225K	...
Arnoldclark Yorkshire						Good	1	36%	1,334	~ 250K	...
Arnoldclark Central						Good	1	31%	1,313	~ 100K	...
Arnoldclark Norwich						Good	1	42%	977	~ 40K	...
Arnoldclark South Mi...						Good	1	37%	1,299	~ 40K	...

STEP 2 | Reducing cost without impacting sales

THE CHALLENGE FOR MANUFACTURERS

Your primary goal is to increase sales while minimizing costs, however, costs are surging due to dealerships bidding on brand and generic terms. Identifying dealerships' top organic performance alongside active paid advertisements remains a challenge and there's a crucial need to detect and mitigate partner violations and fraudulent ads.

✓ THE ADTHENA SOLUTION

1. Catch trademark infringements and identify competitors or dealerships stealing clicks from you, driving up CPCs, and damaging your brand equity.
2. Prevent wasted budget on brand terms that you should be getting for free.
3. Stay on top of CPC trends by tracking key benchmarks, including average CPCs in the market, competitor market share and share of spend.



Adthena's Infringement Tracker allows you to map and monitor all competitive and partner activity around your brand terms, meaning you can efficiently respond to trademark infringements. In the example below, 10 competitors, and 168 ads and 416 instances have been identified on **Ford**.

Competitor

METROFORD.COM

Ad · <https://www.metroford.com> [Preview](#)

Metro Ford - Cleveland's Ford Shop Today
See Our Inventory Of Used Ford Vehicles And Speak With Our Professional Staff. Shop Now. Value Your Trade, View Payment Options, And Schedule...

99 ads, 234 instances

THE CHALLENGE FOR DEALERSHIPS

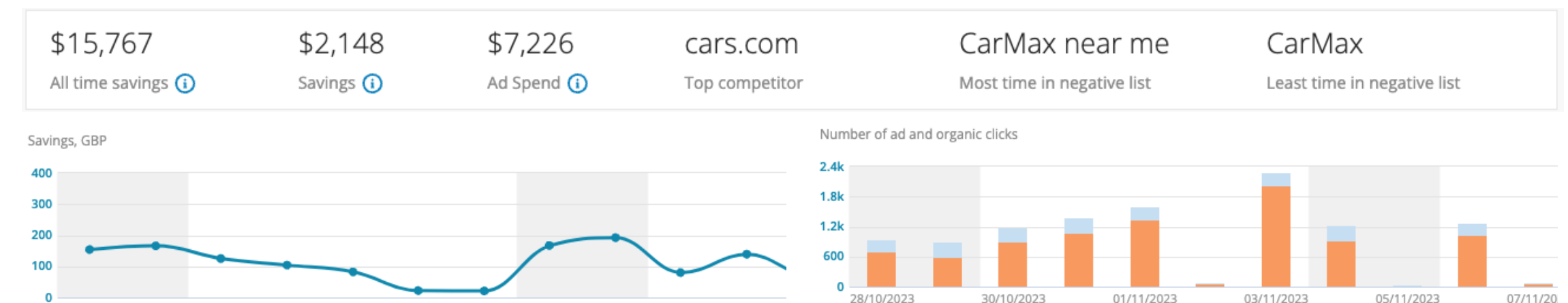
You struggle to identify when you're leading organically but still running paid ads and with Google's Search Query Report (SQR) falling short, you lack visibility into search terms under broad match. You find it a challenge to pinpoint opportunities to reduce CPA at the campaign level and gather insights on competitor text ads and high-performing ads.

✓ THE ADTHENA SOLUTION

1. Stay on top of CPC trends by tracking key benchmarks, including average CPCs in the market, competitor market share and share of spend.
2. Track the creative phrases your competitors are using across all of your search term groups.
3. View competitor ads, giving you visibility into offers, prices and CTAs, average position and ad frequency.



Adthena's multi award-winning **Brand Activator** indexes your targeted brand terms to identify when your brand is #1 for a term in both paid and organic rankings, and no other brands are advertising on that term. For **CarMax**, \$15,767 savings have been identified, with **cars.com** their top competitor.



STEP 3 | Increasing sales without impacting margin.

THE CHALLENGE FOR MANUFACTURERS

In a highly-competitive blind auction, the absence of Google alerts on competitor shifts and ad spend results in missed opportunities. You're unable to compare SQR with competitor insights and the manual research required to track competitor and dealership activities on Google remains a time-consuming task.

THE CHALLENGE FOR DEALERSHIPS

You're unable to compare search query coverage with competitors to identify gaps in keyword coverage and are not alerted for competitor shifts. It's a huge manual lift to understand competitor sales, price points, and spend levels, so have no understanding of performance vs spend.

✓ THE ADTHENA SOLUTION

1. Track competitor or dealership share of click movement across all of your search term groups.
2. Set up alerts to notify you when competitor activity shifts across different groups.
3. Track the creative phrases your competitors are using across all of your search term groups.



Adthena's Smart Monitor tracks creative phrases in your competitive landscape, notifying you of new or high-performing phrases used by competitors or dealerships. For instance, **cargurus.co.uk** has incorporated new terms 'analysis price', 'price quotes' and 'value price' in their mobile ads.

- ★ **Phrase suggestion** **Proposition**
cargurus.co.uk is using 'analysis price' on mobile in Standard group All Terms: NEW and OLD, with an est. clicks ~ 45K between 22/10/23 and 19/11/23. You are not using this phrase.
- ★ **Phrase suggestion** **Proposition**
cargurus.co.uk is using 'price quotes' on mobile in Standard group All Terms: NEW and OLD, with an est. clicks ~ 45K between 22/10/23 and 19/11/23. You are not using this phrase.
- ★ **Phrase suggestion** **Proposition**
cargurus.co.uk is using 'value price' on mobile in Standard group All Terms: NEW and OLD, with an est. clicks ~ 45K between 22/10/23 and 19/11/23. You are not using this phrase.



Adthena is far more than just a data tool. It's an insight platform that has revealed countless opportunities to improve our accounts. By using Adthena, we can identify where competitors are encroaching on our market, and quickly take action."

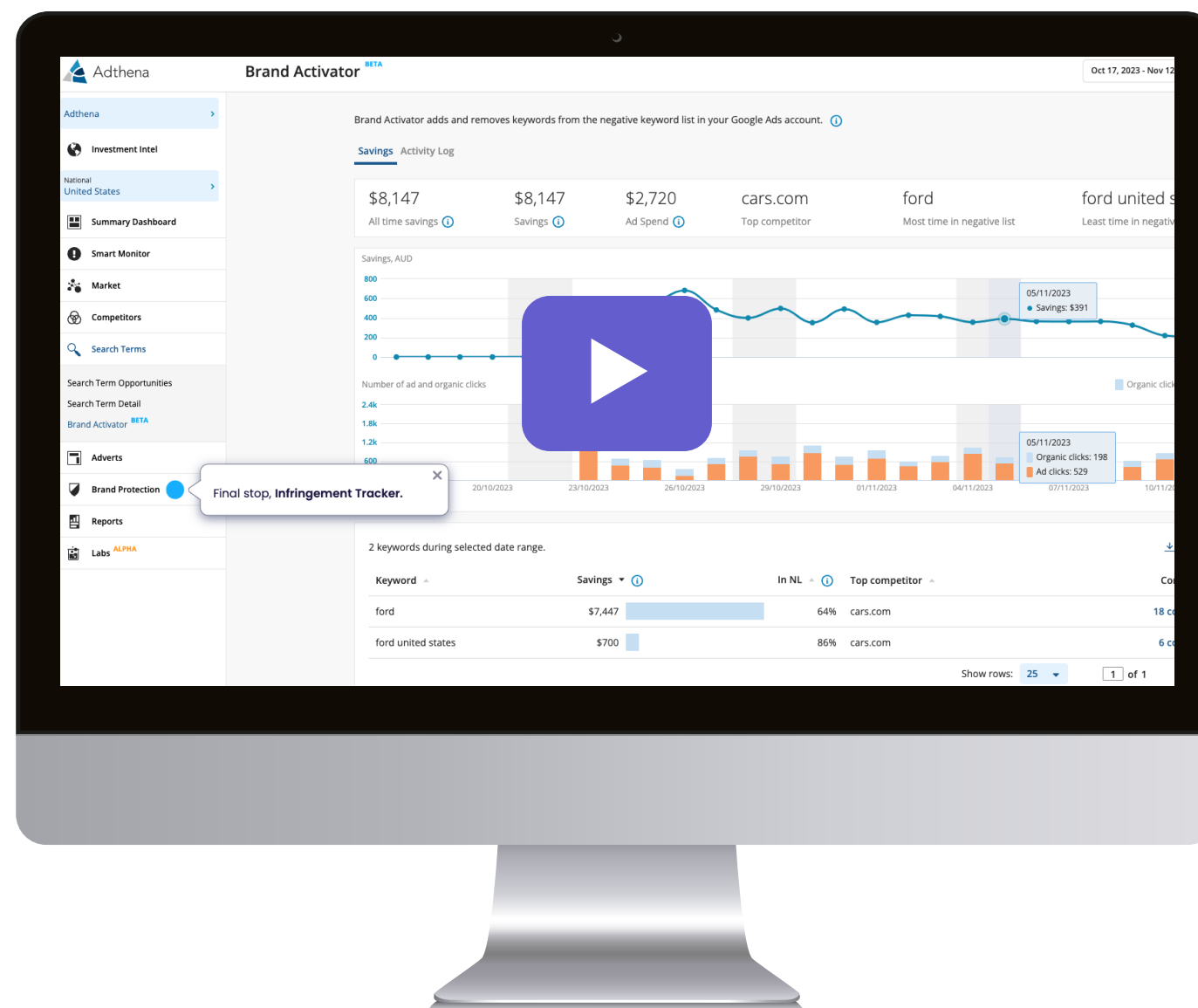
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SEM, PPC and Social Specialist
PHD



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 auto 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