

Adthena: IG



The Problem

IG is the number one global provider of financial spread betting and CFDs, providing a hugely popular self-service platform for people to trade on the financial markets. It's a hugely competitive industry with enormous CPC costs, with infringements, from both competitors and affiliates, posing a considerable threat to campaigns. When IG chose to work with Adthena, the leading source of competitive intelligence for search, it was able to monitor competitors, identify potentially lucrative keywords it was missing, and keep track on infringements, building evidence that meant it could sever relationships with cost-sapping affiliates.

The Goals

- To reduce CPC spend in highly competitive industry where clicks can be £100+
- To monitor competitor activity including ad copy, keywords

The Results

- Massively reduced CPCs on brand terms
- Discovered profitable opportunities that were previously unexploited
- Compiled firm evidence of affiliate infringements to take action

The Solution

- Adthena helped to provide competitive intelligence into PPC strategy
- Utilised tool to identify keyword opportunities and assess rival ad copy
- Set up reports providing firm evidence of damaging infringements

“We work in a very competitive industry. CPCs can be in the hundreds of pounds for some of our clicks, because clients can be that valuable, and it means that every little bit that we can save is very, very important to us. That’s where Adthena comes in.”



Alex Crowley,
Head of PPC, IG



Customer
Acquisition



Cost
Savings



Brand
Protection



Strategic
Intelligence