

DATAiNTELLIGENCE

BENCHTOOLS SOLUTION

Brings **VALUE** from earned media.



WHAT IS IT?

Benchtools monitors paid and organic search performance across the competitive landscape.

WHY WOULD YOU NEED IT?

- Evaluates the results: verify that your modifications align with your brand's objectives.
- Plans strategically: Competitor Audit.
- Discovering the opportunity: Client Audit.
- Optimizes smarter: keyword Efficiency Report.

OUTCOMES

- Identifies search strategies and coverage of competitors.
- Modifies search offers to be more attractive than competitors.
- Adjusts keyword investment based on trends, changes, and opportunities.
- Shows how search optimization has impacted brand performance competitively.



BENCHTOOLS CASE STUDY

Context

We are confronted with a very fragmented publicity market in the Skincare category (around 450 active players on the 1st page of Google in 2021, and with 19% more players in 2022). Among them are 35% Direct Competitors, 50% Resellers, and 15% Pharmacies.

Challenge

A major global client wanted to gain competitive search strategy insights for various product categories, understand governance needs, and identify proactive and reactive opportunities to improve its presence on the market.

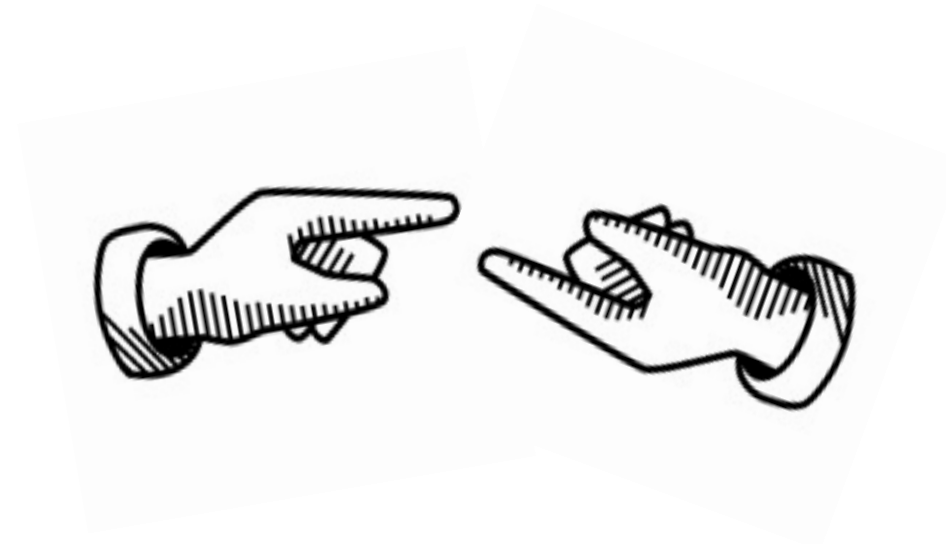
Solution

We determined the competitive insights on Search Coverage (SEM – Search engine marketing & SEO- Search engine optimization) and Messaging to create an effective action plan. We worked with the client to select keywords representing high competition and search volume.

Results

Resellers dominated the SERP (Search Engine Results Page) – they represent 50% of total players on mobile, while 35% are Direct Competitors. We climbed from the 8th position in SEM top in the “Sun Care” category (at the beginning of 2021) to the top 3 in 2022. The client becomes the detached leader as coverage in 2022 (in 7 of 12 analyzed months).

LET'S STAY IN



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