

DATAiNTELLIGENCE

DIGITAL COMPETITIVE MONITORING

Brings **VALUE** from gaining competitive advantage.



WHAT IS?

Digital Competitive Monitoring is our Data Solution of tracking and analyzing online activities and strategies of competitors to gain insights.

WHY WOULD YOU NEED IT?

Our solution centralizes all existing information about the activity of competitors in the digital environment, helping to identify their communication strategies from the point of view of the:

- mix of channels used (e.g., display, social media, e-mail, search)
- the communicated messages
- the interest that consumers show towards the category, certain brands, products or benefits (reflected in social media engagement, online searches or visiting certain websites).

OUTCOMES

- * competitive insights
- * market trends and opportunities
- * clear benchmarks and goal setting directions
- * strategic decision making

DIGITAL COMPETITIVE MONITORING



CASE STUDY

Context

In the highly competitive banking industry, clients need to stay ahead of the curve in terms of digital offerings, customer engagement and strategic decision-making is crucial.

Banks are leveraging digital technologies for customer experience and streamline operations. Marketers need to understand digital strategies of the competitors to make informed decisions and optimize own digital campaigns.

Challenge

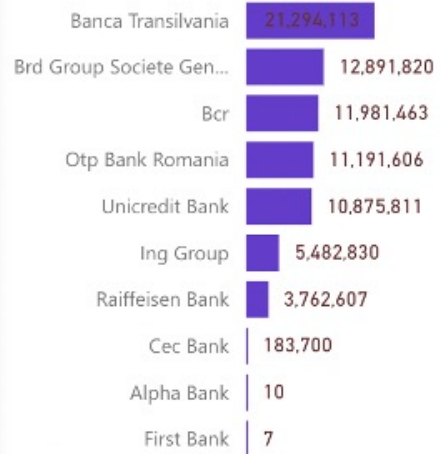
- * Data Overload – the banking industry generates a huge amount of digital data from various sources such as website, mobile app, social media and online platform. The client needed to manage and analyze it.
- * Real time analysis – the financial landscape evolves rapidly, and client needed real-time data not to miss opportunities



01/01/2023 31/12/2023

- lovedeco.ro
- mediafax.ro
- europafm.ro
- conso.ro
- newsweek.ro
- economica.net
- cinemagia.ro
- desprecopii.com
- sport.ro
- observatornews.ro
- stirilekanal.ro
- wallstreet.ro
- zf.ro
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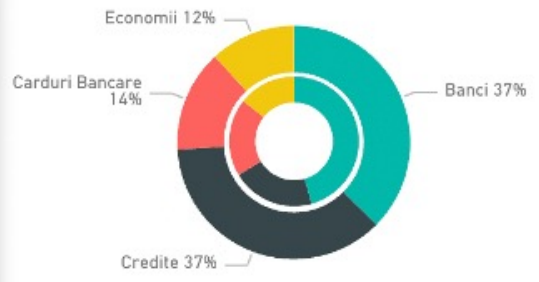
Views



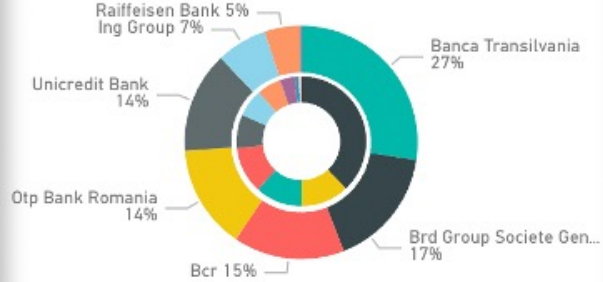
Brand	Group	Product	Campaign	Date Start	Picture	Views	Link
Unicredit Bank	Credite	Credite De Consum	Unicredit Bank Credite De Consum - Creditul De Realizari Personale,Pentru Bani In Plus Si Posibil O Rata Mai Mica Refinantzaa Cu Un Credit Cu Dobanda Fixa De La 7.99 La Suta Pe An - Februarie 2023	15-Mar-23		5,319,623	Link
Banca Transilvania	Credite	Alte Credite	Banca Transilvania Alte Credite - Crestimarecubtmic,Aplica Online - Aprilie 2023	07-Apr-23		3,847,807	Link
Banca Transilvania	Credite	Alte Credite	Banca Transilvania Alte Credite - Crestimarecubtmic,Aplica Online - Aprilie 2023	07-Apr-23		3,481,647	Link
Bcr	Carduri Bancare	Carduri De Debit	Bcr Carduri De Debit - Plateste Cu Cardul George Mastercard Si Poti Castiga Premii De Vacanta,9X	09-Jun-23		2,188,045	Link

- Digital Advertising
- Search Intent
- Social Listening
- Competitive Websites

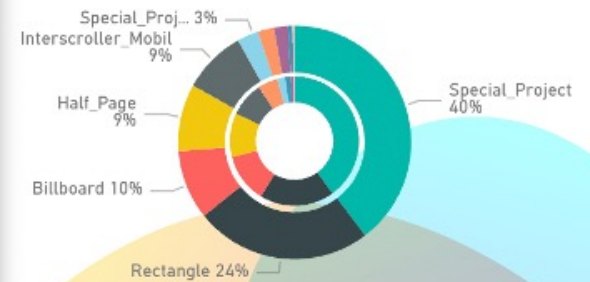
Views (Out) & Creatives (IN) by Group



Views (Out) & Creatives (IN) by Brand



Views (Out) & Creatives (IN) by Format Type

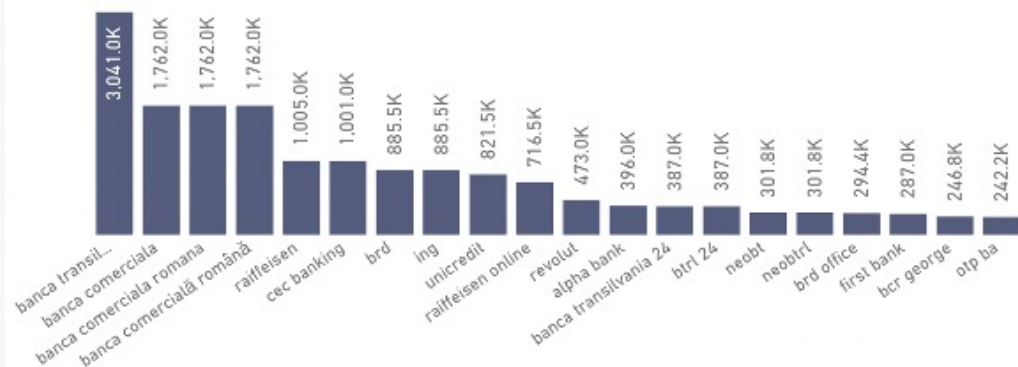


Intent Radar - Overview



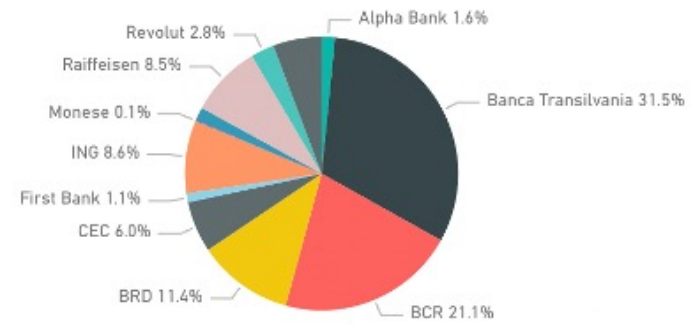
Sector:
 Brand:
 Year Month:

Top 20 Keywords

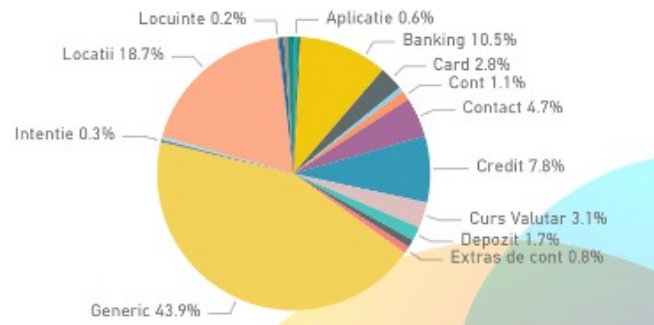


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Share of Searches by brand



Share of searches by sectors

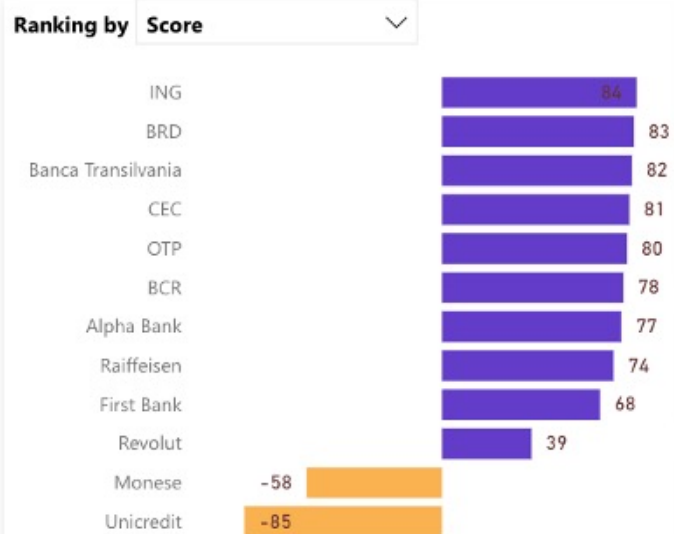


Facebook Competitive Activity



01/01/2023 31/12/2023

Main
 Others



1,460,6...

Reactions

3329

Posts

36,917

Shares

59,271

Comments

Date	Page	Text	Type	Reactions	Link
04-May-23	BANCA TRANSILVANIA	?	photo	14,175	Link
17-Feb-23	BANCA TRANSILVANIA	„Am avut surpriza de a întâlni un colectiv excelent atât în agenție, cât și în sucursală și am apreciat încă din prima zi oportunitatea de a învăța și descoperi domeniul bancar cu tot ceea ce are de o	photo	12,773	Link
26-Aug-23	BRD	La mulți ani, Cristina Neagul! Îți urăm, cu ocazia aniversării acestei vârste rotunde, să îți îndeplinești visul de calificare la Olimpiadă! Mai mult, să rămâi o campioană de neoprit, la fel de tonică	photo	9,166	Link
09-Feb-23	ING BANK	Faceți cunoștință cu Zura, Akim și Kaly, câinii antrenați de Clubul Căinilor Utilitari cu susținere prin programul Bucureștiul Pregătit, trimiși în misiune pentru a slava viețile celor prinși sub dără	photo	8,914	Link

Digital Advertising

Search Intent

Social Listening

Competitive Websites



1,267,1...

Likes



39,105

Love



44,995

Haha



6,325

Wow



2,743

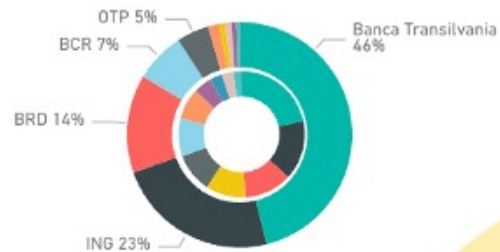
Sad



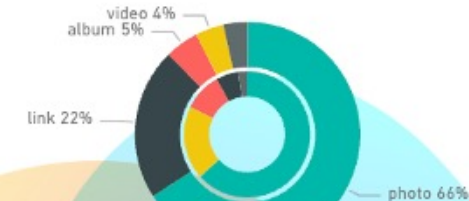
4,187

Angry

Reactions (Out) & Posts (IN) by Brand



Reactions (Out) & Posts (IN) by Type

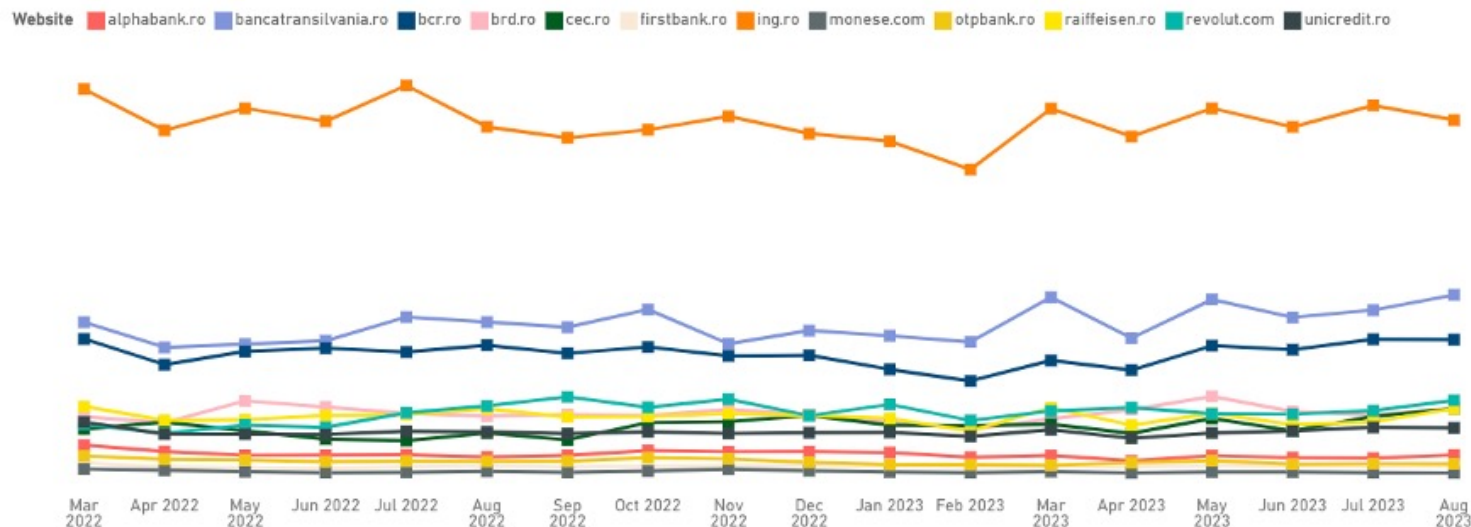
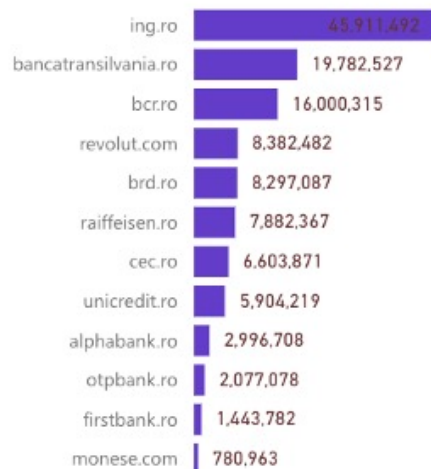


Site Traffic Overview

Month Year

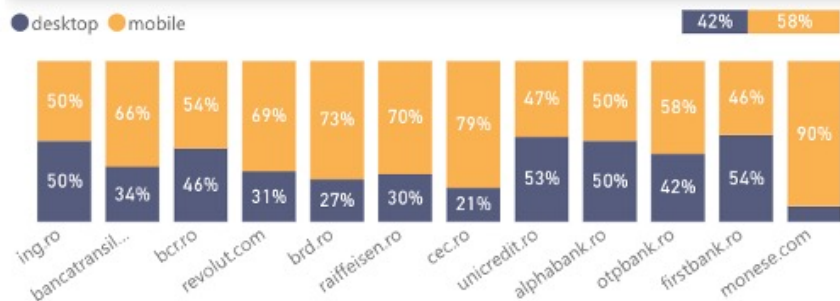
All

Traffic

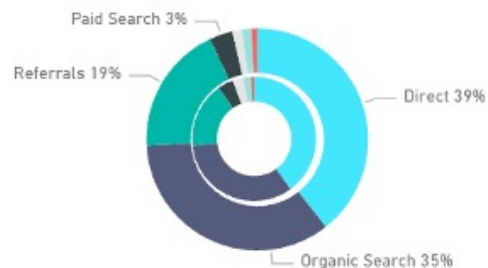


- Digital Advertising
- Search Intent
- Social Listening
- Competitive Websites

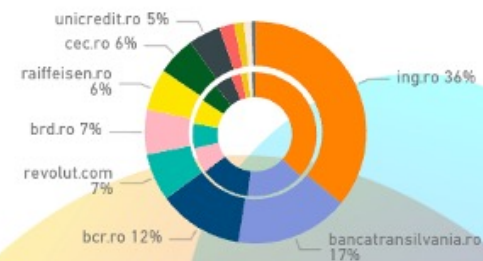
Direct	Display Ads	Email	Organic Search	Paid Search	Referrals	Social
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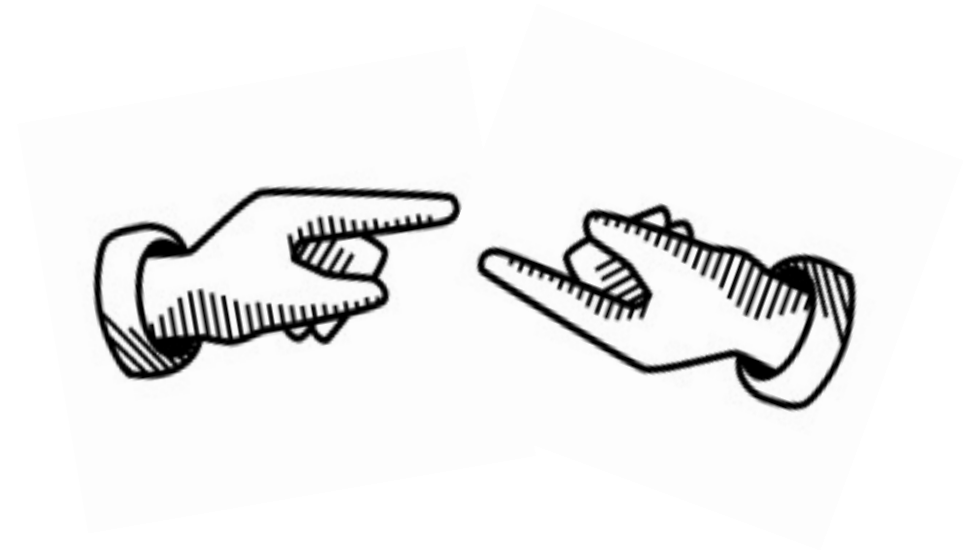
Traffic 2023 (Out) & 2022 (IN) by Channel



Traffic 2023 (Out) & 2022 (IN) by Website



LET'S STAY IN



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<https://www.linkedin.com/showcase/90952161/>

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