

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Competitive comparison of digital presence/Competitive benchmarking of digital presence	Private Equity Firm	Evaluated the digital presence of client's portfolio companies as against their competitors, analyzed the performance metrics such as SEO/SEM, visitor traffic, social media outreach & engagement to identify the potential improvement in increasing website traffic and social media presence	

COMPETITIVE BENCHMARKING OF DIGITAL PRESENCE

ABOUT THE CLIENT

Client is a **leading private equity firm focusing on middle market companies** in the consumer sector in North America

SITUATION



- Merilytics **partnered with the client to benchmark digital presence of portfolio companies** with that of respective competitors
- Merilytics **evaluated potential scope for improvement in increasing website traffic** and social media presence through analysis of performance metrics related to SEO/SEM, visitor traffic, social media outreach and engagement

VALUE ADDITION



- Identified key performance metrics to audit SEO/SEM penetration** of portfolio companies and their competitors
- Sourced information and relevant metrics to gauge engagement** and popularity on social media sites such as Twitter, Facebook, Instagram
- Compared metrics to understand relative performance in various aspects of online presence** such as average stay on website, return on ad spend, user mentions per tweet, Facebook engagement rate etc.

IMPACT



- Our analysis **helped the client identify potential improvement opportunities** in website design, content, search optimization and marketing strategy
- Our insights around key drivers behind success in the social media space **helped the client in creating better brand awareness on social media sites**

COMPARISON OF KEY PERFORMANCE METRICS FOR DIGITAL PRESENCE

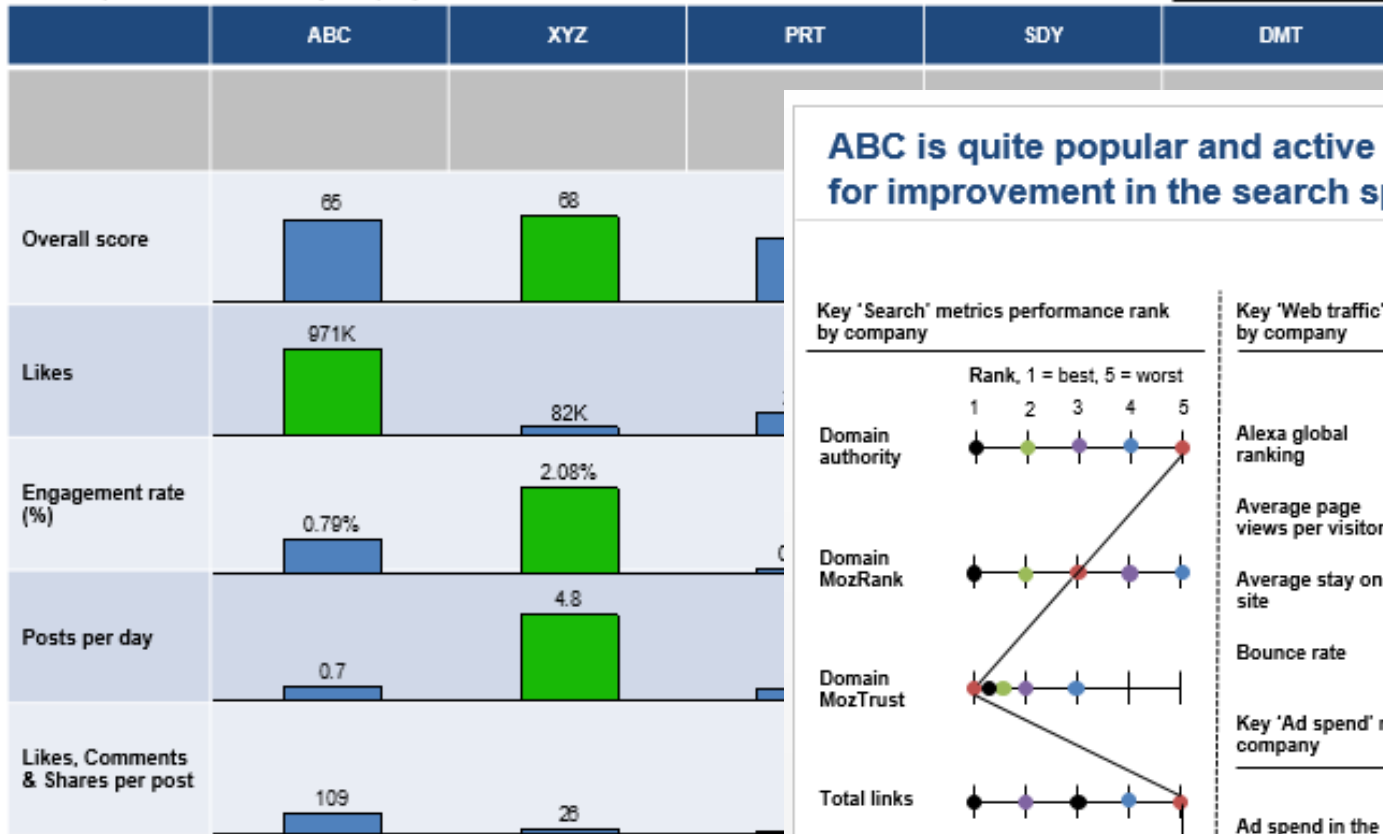
Snapshots of competitive analysis to identify potential areas of improvement in social media and web engagement

ILLUSTRATIVE

ABC has opportunity to customize content in its Facebook posts according to the fan base

Facebook performance metrics by company

FACEBOOK METRICS



ABC is quite popular and active on social media ; There is potential scope for improvement in the search space optimization

