**Competitor Research Analysis**

**The goal of Competitor Research** is to deeply understand what leading competitors' brands in our space are doing — what they’re doing *well*, where they’re falling short, and how they’re converting customers across their funnel.

**This research helps us:**

* ✅ Pinpoint what **angles, offers, and ad formats** are performing best in the market (what to test or improve in our own funnel)
* ✅ Identify **weak spots or blind spots** in their strategy (what we can exploit or do better)
* ✅ Uncover opportunities to craft ads and offers thats are better than them

⚠️ This is **not** about mimicking or copying competitors.

It’s about understanding how they run — what’s working, what’s failing — so we can make **smarter**, more informed creative and strategic decisions.

The goal is to build a **better**, more unique funnel and ads — not a similar one.

https://thepatchremedy.com/products/magnesium

1. **Website & Funnel Flow**

* + **What’s the *first impression* on their homepage or landing page?**
    1. Minamalist branding, but doesn’t show the RLS in fold. Seems to be more for generic pain
    2. Branding is nice, looks professional
  + **Are they using pre-sell pages, quizzes, video sales letters, or direct add-to-cart funnels?**
    1. Direct to cart
  + **How do they stack social proof, trust badges, and scarcity triggers?**
    1. Review scoll of ugc images
  + **How do they handle objections?**
    1. They claim it is an alternative to oral supplements

1. **Offer Strategy**
   * What’s their **main offer structure**? (e.g. BOGO, subscription, bundle discounts)  
     1. Subscription at a 10% discount
     2. A bit unclear of how long it lasts
   * Are they pushing **low-barrier trials**, “starter kits,” or **one-time flash deals**?
     1. No

1. **Ad Strategy**
   * **What ad formats are they using most? (UGC, VSLs, testimonial,image ads ,founder-led, etc.)**
     1. Solution Aware ads – simple video of leg with text overlapy
     2. Some UGC
   * **What angles and pain points do they lead with?**
     1. Simple and effecitve.
   * **Are they running belief-breaker ads, comparisons, emotional storytelling, or curiosity-driven hooks?**
     1. No

* + Which ads are getting the most creative variations (a sign of winners)?

1. **Positioning & Messaging**

* What emotional territory do they own — and how can we *disrupt it*?
* What’s their **unique mechanism** or "why us" claim?
  + Patches – high absorbion rate
* Are they positioning as luxury, clinical, “for real women,” influencer-approved, etc.?
  + Real women
* What **emotions** are they playing on — fear, guilt, empowerment, relief?
  + Relief

1. **What’s Working + What’s Failing**
   * **What are they clearly doing very well (and why)?**
   * What parts of their funnel feel **overdesigned, annoying, confusing, or shallow**?
   * Where are **real customers getting annoyed**? (Use reviews/social comments)

mamabearoasis.com/

1. **Website & Funnel Flow**

* + **What’s the *first impression* on their homepage or landing page?**
    1. Targeted for older people. Image of a 70 year old in a hospital bed
  + **Are they using pre-sell pages, quizzes, video sales letters, or direct add-to-cart funnels?**
    1. Advertorial. But the click through to the product page doesn’t mention RLS. It is a general “throbbing nerves”
    2. Most ads going to same landing advertorial
  + **How do they stack social proof, trust badges, and scarcity triggers?**
    1. Lots of social proof.
  + **How do they handle objections?**
    1. “Direct Absoprtion” to bypass the digestive tract

1. **Offer Strategy**
   * What’s their **main offer structure**? (e.g. BOGO, subscription, bundle discounts)  
     1. 50% off
     2. Bundle Deals
     3. No Monthly Subscription (Unclear how one jar lasts for)
     4. ATC goes to cart, no upsells
   * Are they pushing **low-barrier trials**, “starter kits,” or **one-time flash deals**?
     1. No, just pushing bundle of 3. AOV still relatively low

1. **Ad Strategy**
   * **What ad formats are they using most? (UGC, VSLs, testimonial,image ads ,founder-led, etc.)**
     1. AI image ads with the problem
     2. Fear. Videos about the ingredients in other creams – explains about the bad ingredients
     3. Informative explaining about the ingredients
     4. “Neuropathy Killer” Ingredient explanation
     5. AI B roll ads – focuses on the ingredients and having a normal life
   * **What angles and pain points do they lead with?**
     1. Fast absorbing
     2. Clean ingredients
   * **Are they running belief-breaker ads, comparisons, emotional storytelling, or curiosity-driven hooks?**
     1. yes

* + Which ads are getting the most creative variations (a sign of winners)?
    1. Short VlS
    2. AI B roll

1. **Positioning & Messaging**

* What emotional territory do they own — and how can we *disrupt it*?
  + Removing discomfort
* What’s their **unique mechanism** or "why us" claim?
  + Direct Absorption
* Are they positioning as luxury, clinical, “for real women,” influencer-approved, etc.?
  + Real people
* What **emotions** are they playing on — fear, guilt, empowerment, relief?
  + Relief

1. **What’s Working + What’s Failing**
   * **What are they clearly doing very well (and why)?**
   * What parts of their funnel feel **overdesigned, annoying, confusing, or shallow**?
     1. Not specific enough for each ad
     2. Only one main advertorial, not much text difference

* + Where are **real customers getting annoyed**? (Use reviews/social comments)
    1. Doesn’t work for them
    2. Only one main advertorial, not much text difference