Experiment No. 9

Aim: Analyse competitor activities using social media data.

Theory:

Analysing competitor activities using social media data is important for businesses because it can provide valuable insights into their competitors' strategies, strengths, weaknesses, and customer interactions. Here are some specific reasons why analysing competitor activities using social media data is important:

- Identify trends and best practices: By analysing competitor social media activity, businesses can identify trends and best practices in their industry. This can help them stay up-to-date on the latest social media trends and ensure that they are using the mosteffective strategies to engage with customers.
- Understand customer sentiment: Analysing competitor social media activity can provide insights into customer sentiment towards their products or services. By monitoring customer feedback and comments, businesses can identify areas where theircompetitors are performing well and areas where they may need to improve.
- Identify gaps and opportunities: Analysing competitor social media activity can also help businesses identify gaps and opportunities in the market. By identifying areas where their competitors are not active or not performing well, businesses can capitalizeon those opportunities to gain market share.
- Benchmark performance: Analysing competitor social media activity can help businesses benchmark their own performance against their competitors. By comparingtheir own social media metrics to those of their competitors, businesses can identify areas where they need to improve and set realistic goals for social media engagement and growth.
- Improve customer experience: Analysing competitor social media activity can also helpbusinesses improve their own customer experience. By understanding how their competitors are interacting with customers on social media, businesses can identify areas where they may need to improve their own customer service or engagement strategies.

Similar Web:

SimilarWeb is a digital market intelligence platform that provides businesses with insightsinto their own website traffic and the traffic of their competitors. The platform uses data analytics to collect and analyse digital behaviour data, including website traffic, app usage,and online search activity. SimilarWeb provides a wide range of features and insights, including:

- Traffic analysis: SimilarWeb allows businesses to analyse website traffic, including total visits, unique visitors, and page views. This data can be broken down by country,device, and traffic source, providing insights into where visitors are coming from and how they are finding the website.

- Competitor analysis: SimilarWeb allows businesses to analyse the traffic of their competitors, including their total visits, unique visitors, and page views. This data canbe used to benchmark performance against competitors and identify areas for improvement.

- Audience insights: SimilarWeb provides insights into the demographics of websitevisitors, including age, gender, and interests. This data can be used to better understand the target audience and tailor marketing strategies to their needs and preferences.

- Keyword analysis: SimilarWeb allows businesses to analyse search engine rankings and identify the most popular keywords driving traffic to the website. This data can beused to optimize website content and improve search engine optimization (SEO) strategies.

- App usage analysis: SimilarWeb provides insights into app usage, including the number of downloads and active users. This data can be used to identify trends andopportunities in the mobile app market.

Results:
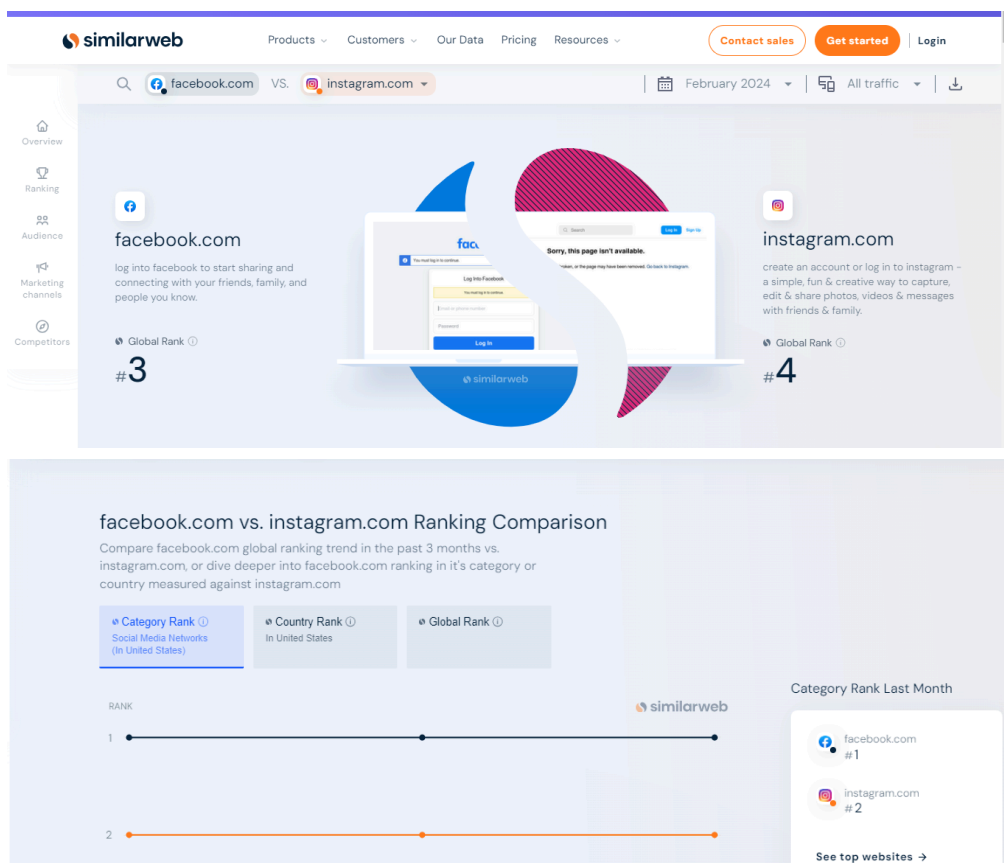
Traffic and Engagement

facebook.com had more total visits compared to instagram.com in February 2024.

	facebook.com	instagram.com
Total Visits	15.3B	6.6B
Last Month Change	▾ 8.38%	▾ 6.45%
Avg Visit Duration	00:10:37	00:08:22
Pages per Visit	9.33	11.6
Bounce Rate	31.24%	35.88%

Compare any site with a free trial →

Total visits last 3 months

VISITS

20.2B

15.1B

10.1B

5B

DEC   JAN   FEB

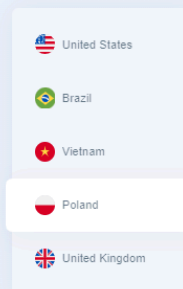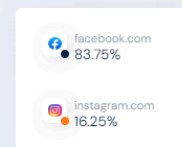similarweb
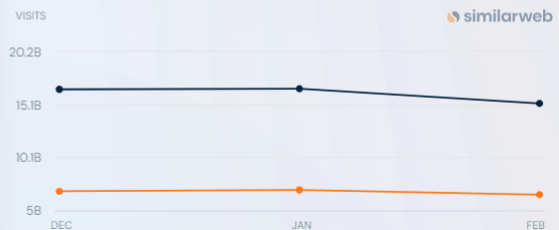
Traffic share by country: facebook.com vs. instagram.com

facebook.com vs instagram.com country based traffic analysis shows facebook.com gets the most traffic from United States, while instagram.com gets a smaller share
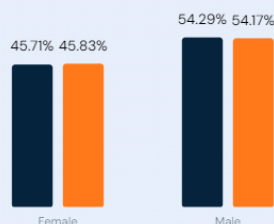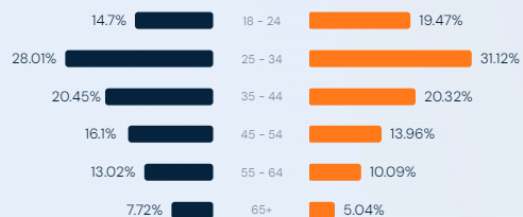
Top Countries

- United States
- Brazil
- Vietnam
- Poland
- United Kingdom

similarweb

facebook.com 83.75%

instagram.com 16.25%

Audience Demographics Comparison

facebook.com vs instagram.com visitors comparison by gender and age distribution

Gender Distribution

45.71% 45.83% — Female
54.29% 54.17% — Male

Age Distribution

similarweb

	facebook.com		instagram.com
18 – 24	14.7%		19.47%
25 – 34	28.01%		31.12%
35 – 44	20.45%		20.32%
45 – 54	16.1%		13.96%
55 – 64	13.02%		10.09%
65+	7.72%		5.04%

Conclusion: In conclusion, leveraging social media data to analyze competitor activities is paramount for businesses seeking to gain a competitive edge. By harnessing insights into competitors' strategies, strengths, weaknesses, and customer interactions, companies can make informed decisions to refine their own approach, capitalize on market gaps, and better engage their target audience. This proactive approach not only fosters a deeper understanding of the competitive landscape but also empowers businesses to adapt swiftly and effectively in an ever-evolving marketplace, ultimately enhancing their overall performance and market position.