

I. ASSIGNMENT RECAP

- Conduct a category and competitor analysis within a chosen market category, focusing on one main brand and a competing brand.
- Choose brands based on the availability of up-to-date data from platforms like SimilarWeb, SEMrush, or Rival IQ.
- No specific market is mandated, allowing freedom to select any brands within the same category, provided the required data is available.

Suggested Structure:

- + USP
- + Corporate branding
 - Channels (website, fanpage,...)
 - Engagement
 - Values
 - CSR
 - KOL booking strategy
- + Executive Visibility/Thought Leadership
- + Market Education

II. KEYWORDS EXPLANATION

1. SimilarWeb numbers and metrics indicate:

- **Domain ranking:** The rank of the website globally and in its country based on total visits. Shows the site's relative popularity.
- **Website traffic:** The total number of visits to the site over a period of time. Indicates the site's overall traffic volume.
- **Traffic Sources:** Direct (direct URL visits), Organic (search engine), Social (social media referrals), Referrals (other sites), Email, Display Ads etc. Shows the main channels driving traffic.
- **Demographics:** Details on the age, gender and other traits of the site's audience. Reveals who is visiting the site.
- **Visit Duration:** Average time spent on the site per visit. Measures engagement.
- **Pages/Visit:** Average number of pages viewed per visit. More pages indicates greater engagement.
- **Bounce Rate:** Percentage of visits that leave after one page. Lower bounce is better.

2. SEMRush numbers and metrics indicate:

- **Keywords Ranking:** The number of keywords a site ranks for in top organic positions. More indicates greater SEO visibility.
- **Backlinks:** The number of external backlinks to a domain. More quality backlinks signals greater SEO authority.
- **Site Audit:** Technical/on-page optimization checks to improve SEO.

3. Rival IQ numbers and metrics indicate:

- **Brand Mentions:** The volume of brand name mentions and tags across social platforms. Measures brand awareness.
- **Brand Followers:** Number of followers across Facebook, Instagram, Twitter, YouTube etc. Indicates social audience size.
- **Engagement Rate:** Likes, comments, clicks etc. per post. Helps gauge audience interest and response.
- **Sentiment:** Classifies brand mentions as positive, negative or neutral. Tracks brand perception and reception.

III. SOURCES

- <https://www.elcompanies.com/es/news-and-media/newsroom/press-releases/2023/09-29-2023-120013299>
- <https://www.bcrf.org/partners/clinique/>
- [Inside Clinique - Meet the Derm Pros](#)
- SimilarWeb: <https://www.similarweb.com/>