

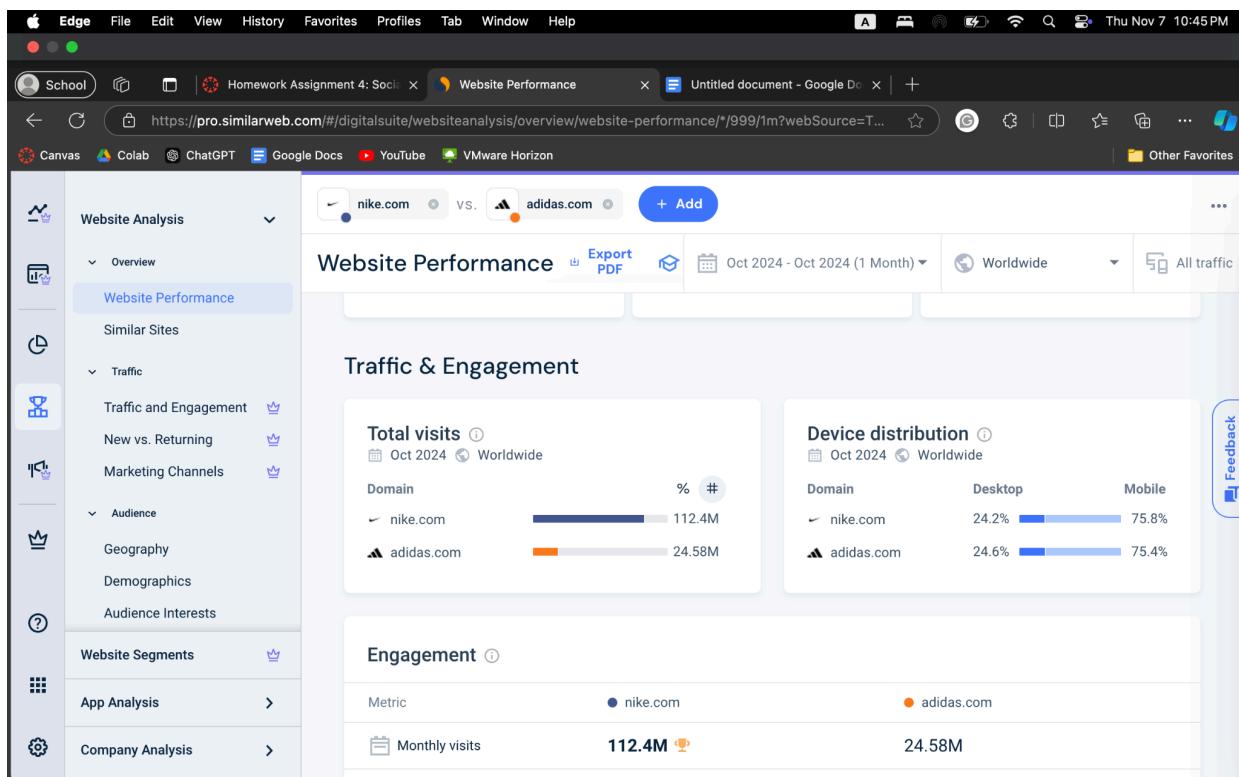
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Part 1: nike.com vs adidas.com

Category 1: Traffic and Engagement

Metrics Observed:

Total Visits:



Nike: 112.4M

Adidas: 24.58M

Insight: Nike has significantly higher monthly visits compared to Adidas, suggesting a larger audience and possibly a stronger brand presence globally.

Visit Duration:

The screenshot shows a comparison between two websites: Nike.com and adidas.com. The engagement section highlights the following visit duration statistics:

Metric	Nike.com	adidas.com
Monthly visits	112.4M	24.58M
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:03:02	00:02:35
Pages per visit	4.55	4.57
Bounce rate	39.37%	53.21%
Page Views	511.6M	112.3M

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Nike: 3 minutes and 2 seconds

Adidas: 2 minutes and 35 seconds

Insight: Users spend more time on Nike's website, which might indicate better engagement or a more extensive product range that retains visitors longer.

Pages per Visit:

The screenshot shows a Microsoft Edge browser window with the following details:

- Address Bar:** https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*999/1m?webSource=T...
- Tab Bar:** Homework Assignment 4: Social, Website Performance, Untitled document - Google Docs.
- Left Sidebar (Website Analysis):**
 - Overview
 - Website Performance** (selected)
 - Similar Sites
 - Traffic
 - New vs. Returning
 - Marketing Channels
 - Audience
 - Geography
 - Demographics
 - Audience Interests
 - Website Segments
 - App Analysis
 - Company Analysis
- Main Content Area (Website Performance):**
 - Engagement**
 - Metric Comparison between **nike.com** (blue dot) and **adidas.com** (orange dot).
 - Key Metrics:
 - Monthly visits: **112.4M 🏆** vs. 24.58M
 - Monthly unique visitors: N/A vs. N/A
 - Visits / Unique visitors: N/A vs. N/A
 - Visit duration: **00:03:02 🏆** vs. 00:02:35
 - Pages per visit: 4.55 vs. **4.57 🏆**
 - Bounce rate: **39.37% 🏆** vs. 53.21%
 - Page Views: **511.6M 🏆** vs. 112.3M
 - Deduplicated audience (BETA) button.
 - Feedback icon.

Nike: 4.55

Adidas: 4.57

Insight: Both websites have a similar number of pages viewed per visit, indicating comparable levels of user engagement in terms of site navigation.

Bounce Rate:

The screenshot shows a comparison between Nike.com and adidas.com. The engagement metrics are as follows:

Metric	Nike.com	adidas.com
Monthly visits	112.4M	24.58M
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:03:02	00:02:35
Pages per visit	4.55	4.57
Bounce rate	39.37%	53.21%
Page Views	511.6M	112.3M

Nike: 39.37%

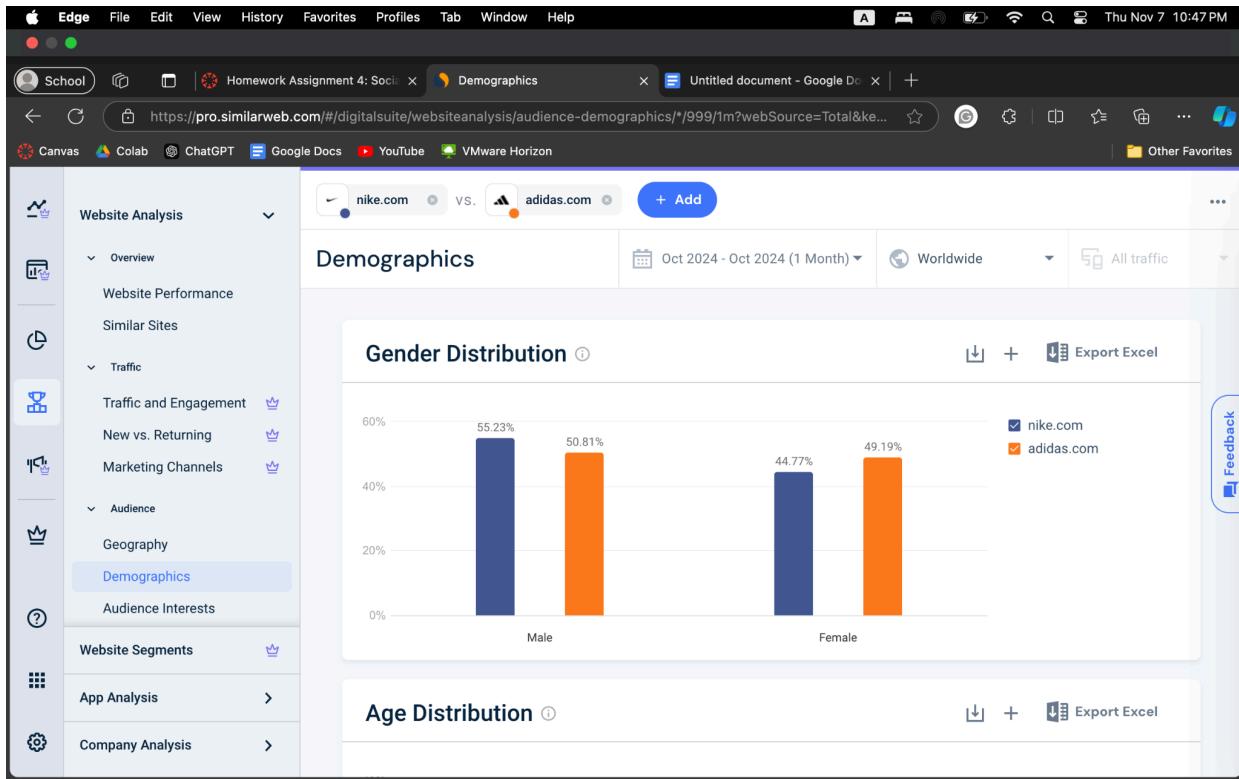
Adidas: 53.21%

Insight: Nike has a lower bounce rate, meaning fewer visitors leave after viewing just one page, which could reflect better content relevance or user experience on Nike's site.

Category 2: Audience Demographics

Metrics Observed:

Gender Distribution:

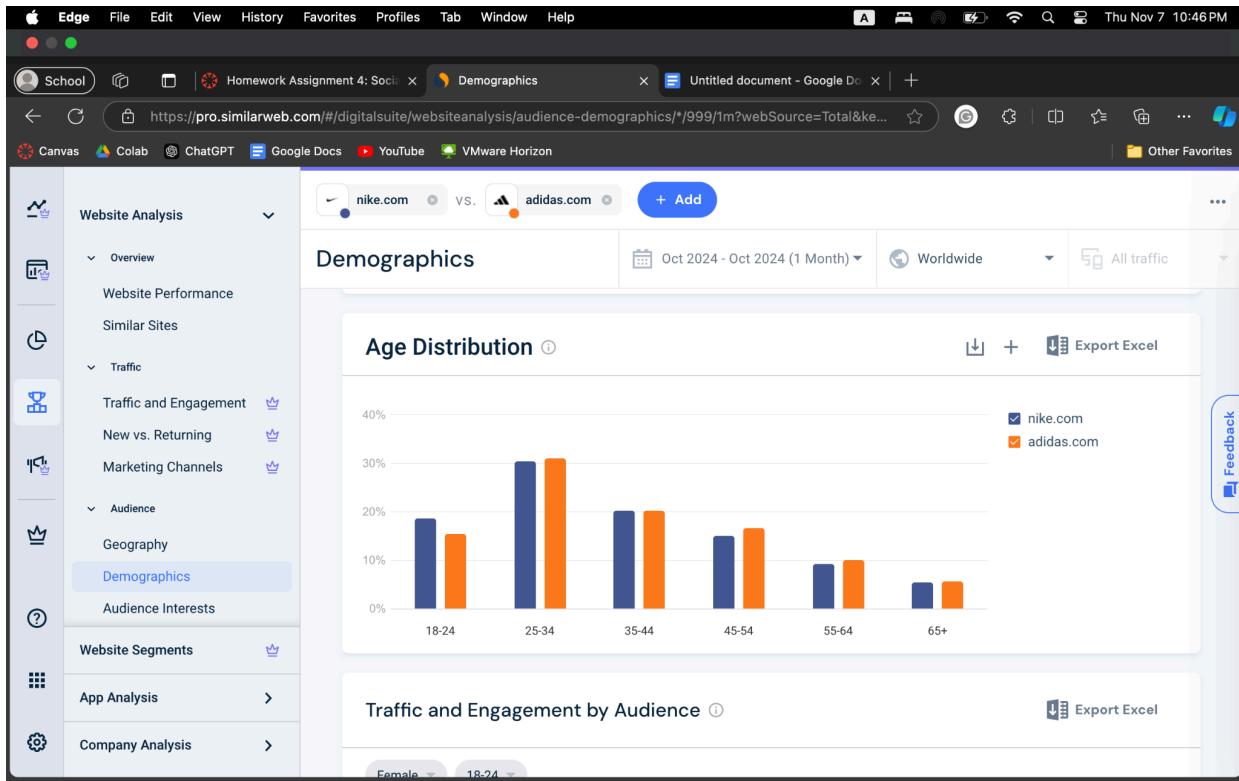


Nike: Male (55.23%), Female (44.77%)

Adidas: Male (50.81%), Female (49.19%)

Insight: Nike's audience leans slightly more male, while Adidas has a more balanced gender distribution. This could imply different marketing strategies or product appeal across genders.

Age Distribution:



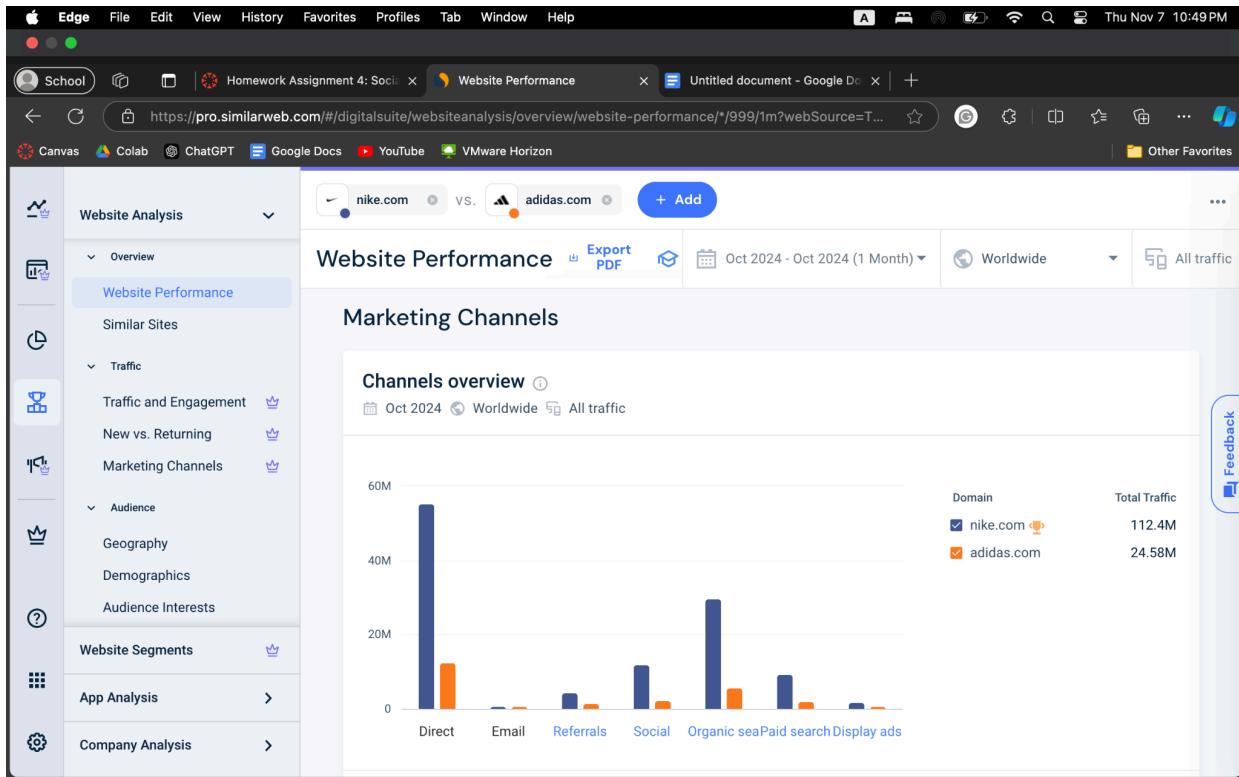
Both websites have a strong presence among the 25-34 age group, with Nike slightly leading in this demographic.

Insight: Both brands appeal to young adults, but Nike's slightly larger share in this age group might be due to its brand positioning and appeal among younger consumers.

Category 3: Marketing Channels

Metrics Observed:

Direct Traffic:



Nike has a much higher direct traffic rate, indicating strong brand recognition where users type the URL directly.

Social Media Traffic:

Adidas has slightly more social media traffic, which could suggest a stronger focus on social media engagement.

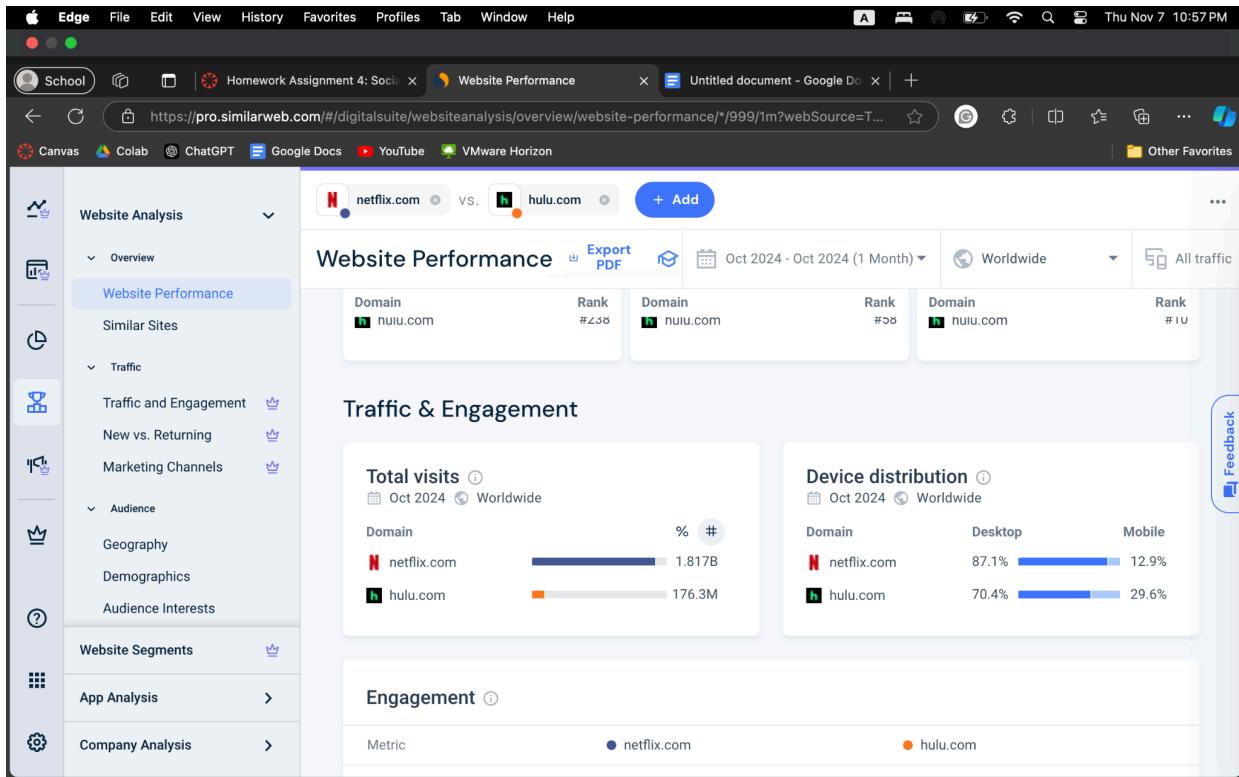
Insight: Nike's higher direct traffic suggests strong brand loyalty, while Adidas's social media traffic might reflect active engagement strategies on social platforms.

Part 2: netflix.com vs hulu.com

Category 1: Traffic and Engagement

Metrics Observed:

Total Visits



Netflix: 1.817 billion

Hulu: 176.3 million

Insight: Netflix has a significantly larger audience compared to Hulu, reflecting its global reach and dominant position in the streaming market.

Visit Duration:

The screenshot shows a Microsoft Edge browser window comparing the website performance of Netflix.com and Hulu.com. The left sidebar has a 'Website Analysis' menu with 'Website Performance' selected. The main content area displays engagement metrics for both sites.

Metric	netflix.com	hulu.com
Monthly visits	1.817B 🏆	176.3M
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:07:00	00:10:41 🏆
Pages per visit	3.76	4.00 🏆
Bounce rate	42.21%	35.24% 🏆
Page Views	6.828B 🏆	705.0M

Deduplicated audience BETA

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Netflix: 7 minutes

Hulu: 10 minutes and 41 seconds

Insight: While Hulu users spend more time per visit, this might indicate that Hulu's interface or content requires more exploration, or perhaps it has fewer "binge-watching" options compared to Netflix.

Pages per Visit:

The screenshot shows a Microsoft Edge browser window with three tabs open:

- School
- Homework Assignment 4: Social X
- Website Performance

The active tab is "Website Performance" at https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*9991m?webSource=T.... The page displays a comparison between netflix.com and hulu.com.

Website Analysis sidebar:

- Website Performance (selected)
- Similar Sites
- Traffic
 - New vs. Returning
 - Marketing Channels
- Audience
 - Geography
 - Demographics
 - Audience Interests
- Website Segments
- App Analysis
- Company Analysis

Website Performance main area:

netflix.com vs. hulu.com

Website Performance | Export PDF | Oct 2024 - Oct 2024 (1 Month) | Worldwide | All traffic

Engagement

Metric	netflix.com	hulu.com
Monthly visits	1.817B 🏆	176.3M
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:07:00	00:10:41 🏆
Pages per visit	3.76	4.00 🏆
Bounce rate	42.21%	35.24% 🏆
Page Views	6.828B 🏆	705.0M

Deduplicated audience BETA

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Netflix: 3.76

Hulu: 4.0

Insight: Hulu's slightly higher pages per visit could suggest that users are browsing more content options per session, which might be due to the variety or navigation structure on Hulu.

Bounce Rate:

The screenshot shows a Microsoft Edge browser window with the address bar at https://pro.similarweb.com/#/digitalsuite/websiteanalysis/overview/website-performance/*999/1m?webSource=T.... The main content is a 'Website Performance' comparison between netflix.com and hulu.com. The left sidebar has sections like 'Website Analysis', 'Overview', 'Website Performance' (selected), 'Similar Sites', 'Traffic', 'Traffic and Engagement', 'New vs. Returning', 'Marketing Channels', 'Audience', 'Geography', 'Demographics', 'Audience Interests', 'Website Segments', 'App Analysis', and 'Company Analysis'. The main panel shows engagement metrics for both sites. For netflix.com, the monthly visits are 1.817B (176.3M unique visitors), visit duration is 00:07:00, pages per visit is 3.76, and bounce rate is 42.21%. For hulu.com, the monthly visits are 176.3M (N/A unique visitors), visit duration is 00:10:41 (N/A pages per visit), bounce rate is 35.24%, and page views are 6.828B (705.0M unique visitors). A 'Feedback' button is visible on the right.

Metric	netflix.com	hulu.com
Monthly visits	1.817B 🏆	176.3M
Monthly unique visitors	N/A	N/A
Visits / Unique visitors	N/A	N/A
Visit duration	00:07:00	00:10:41 🏆
Pages per visit	3.76	4.00 🏆
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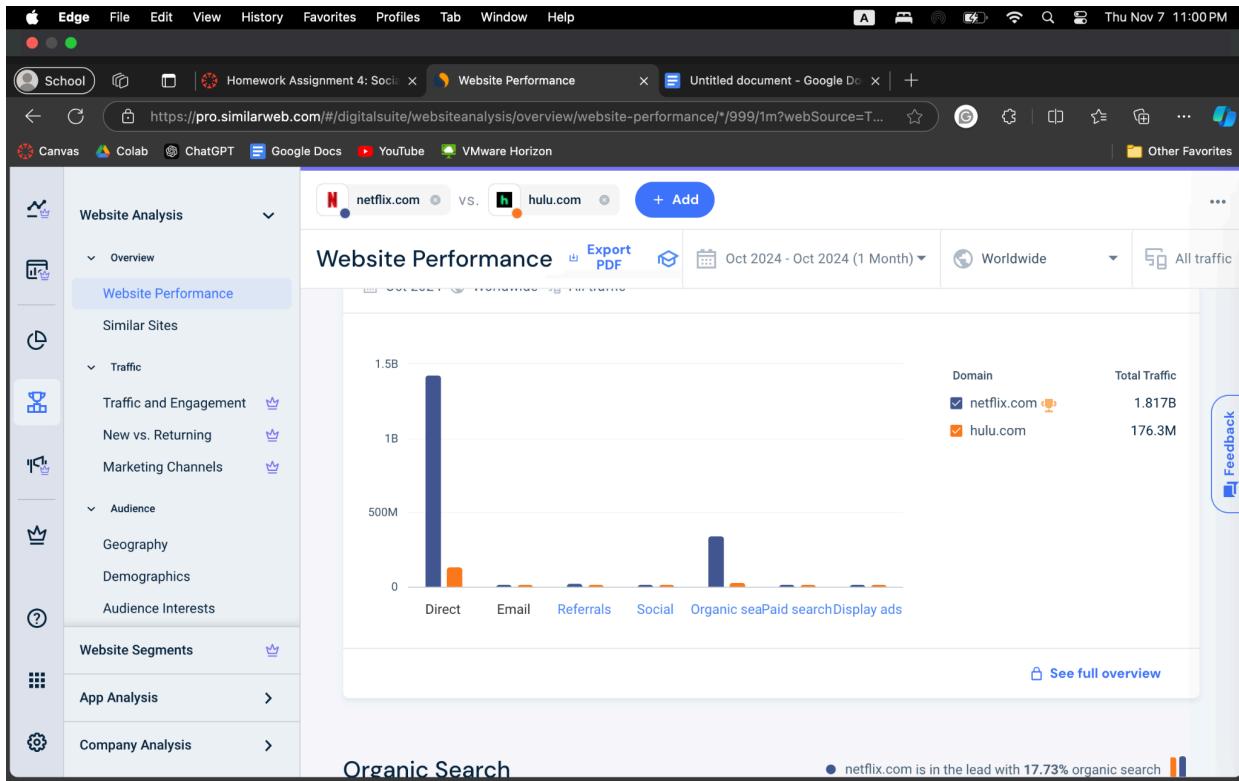
Netflix: 42.21%

Hulu: 35.24%

Insight: Hulu's lower bounce rate indicates that users are more likely to continue browsing after the initial page, suggesting a possibly more engaging landing experience.

Category 2: Traffic Sources

Metrics Observed:



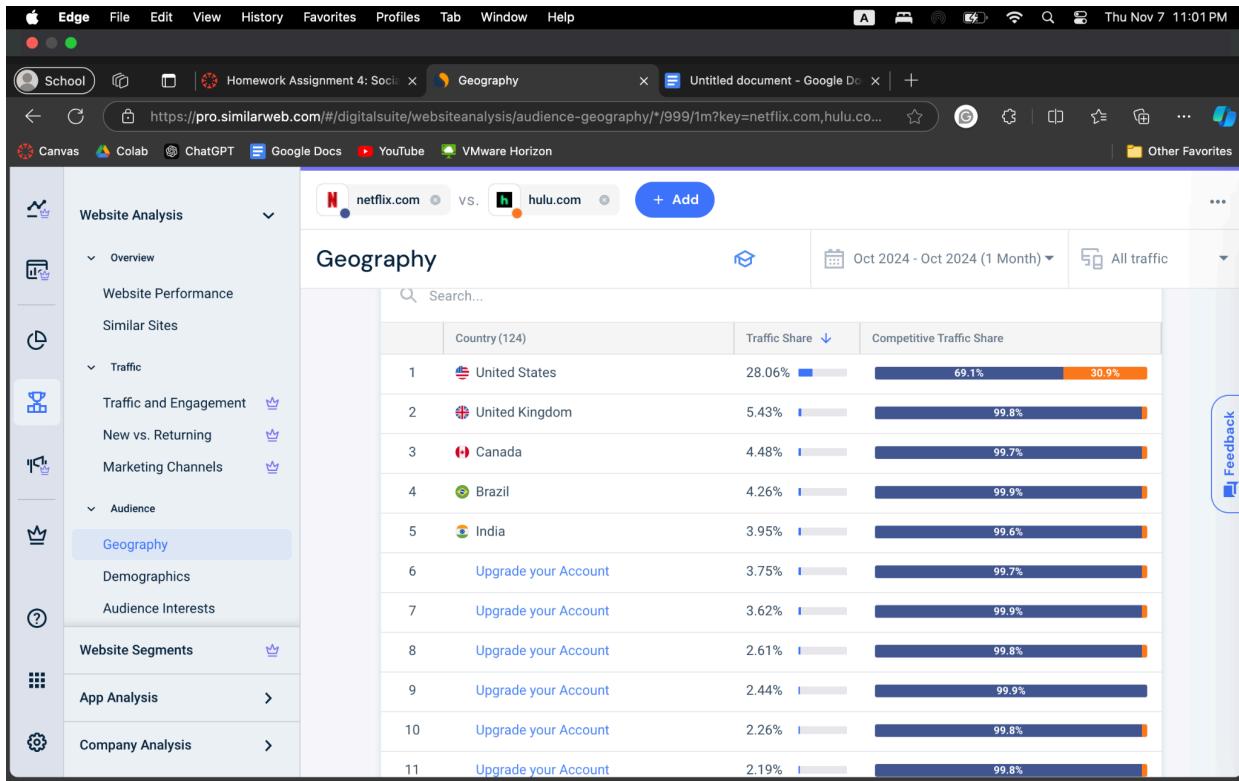
Direct Traffic: A high percentage of visitors on both platforms come directly, which is typical for well-known brands with strong customer loyalty.

Referral Traffic: Hulu leads with referral traffic, possibly reflecting collaborations or links from related content websites.

Social Media Traffic: Hulu has a slight edge over Netflix in social traffic, indicating active or effective social media engagement strategies.

Insight: Hulu's higher referral and social traffic may indicate a greater reliance on partnerships and social media to attract users, while Netflix relies more on direct traffic, likely due to its established brand.

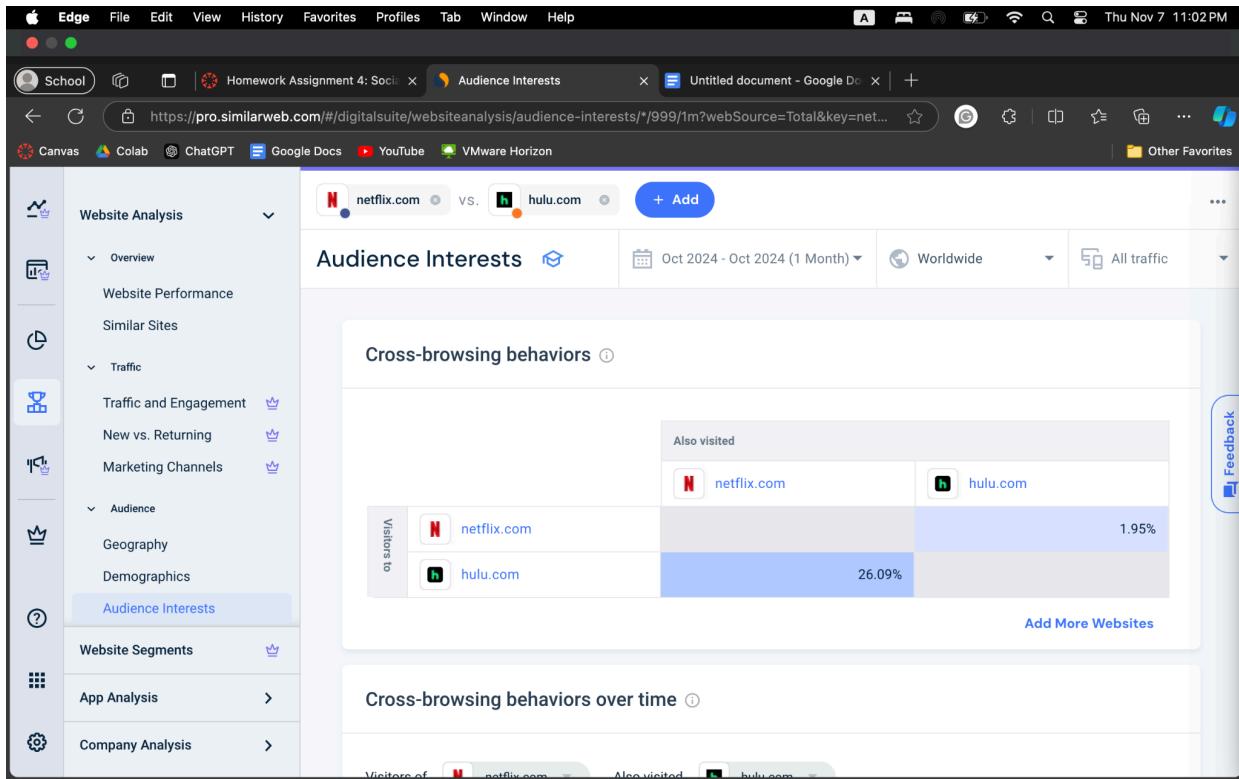
Geography:



United States: Both platforms have strong traffic from the US, but Netflix has a broader international reach, as shown by traffic from various countries.

Insight: Netflix's global presence is more pronounced, aligning with its international content offerings.

Audience Interests:



The overlap in visitors shows some shared audience but also highlights distinct audience behaviors.

Cross-Browsing Behavior: A significant portion of Hulu visitors also check out Netflix, showing that many users subscribe or consider both services.

Insight: Cross-browsing behavior suggests complementary usage patterns, where viewers might use both platforms for varied content.

Overall Competitor Analysis

- **nike.com vs adidas.com:** Nike's larger audience and engagement metrics shows its stronger brand presence, while Adidas's social media engagement reflects a different marketing approach.
- **netflix.com vs hulu.com:** Netflix's dominance in global traffic and brand recognition contrasts with Hulu's slightly more niche US audience and active referral strategy.

Strategic Recommendations:

- Nike and Netflix could focus on retaining their existing audiences through high-quality content and user experiences, leveraging their brand loyalty.
- Adidas and Hulu might benefit from expanding their international reach or refining their social media strategies to attract new users and engage more effectively.