

Understanding Your Competition Paid Search & Social

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Introductions

Holly Kelly

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Strategist**



About Anicca

2007

Est

27

Crew

45+

Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.



We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?

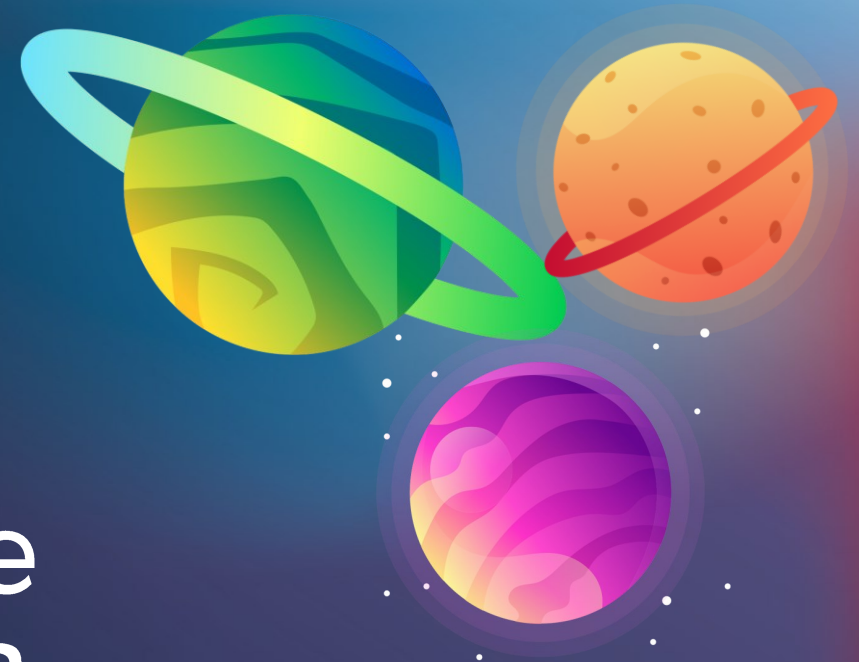


Agenda

- Why competitor analysis is important
- What competitor analysis isn't
- Understanding your competitors' presence
- Competition in Google Ads
- Competition in Facebook
- Competition in LinkedIn
- How to make sense of your analysis



Why Analyse Competitors?



Why Competitor Analysis Is Important

- Monitor impacts on your own performance
- Understand competitors benefits and messaging
- Find openings in the market and discover new keyword and channel opportunities
- Understand where you are losing market share
- Make your own campaigns more effective



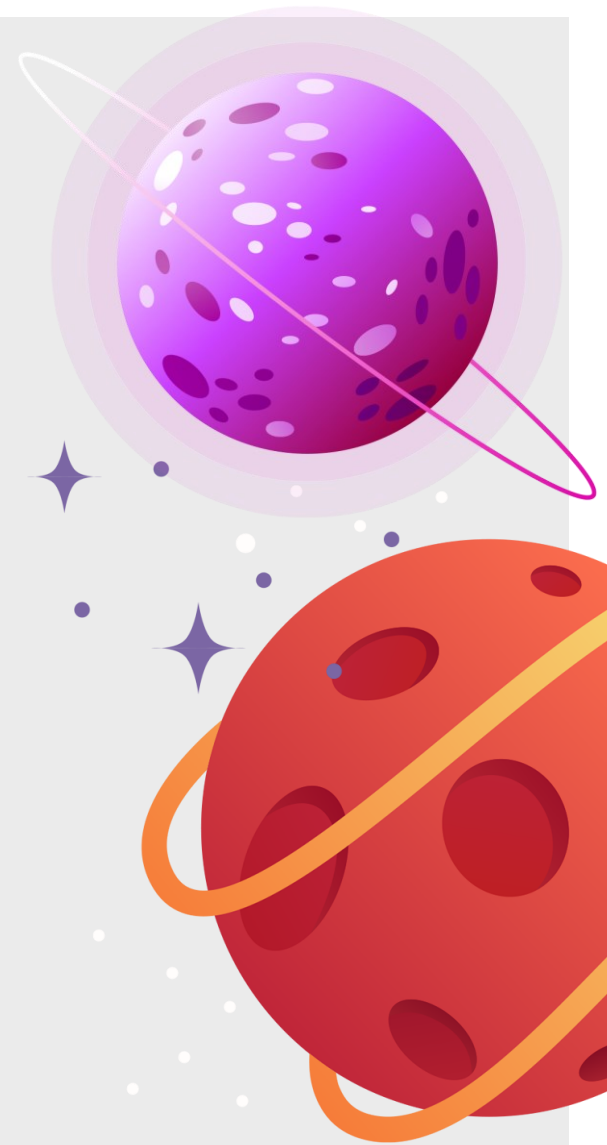
Why now?

- Post-pandemic **drops in ecommerce traffic** from all-time-highs during lockdown (~50% drop in traffic since last March)
- Panicked and **cash-strapped consumers** due to economic climate, inflation and cost of living crisis
- Businesses have been **cautious (fearing recession)** due to wage increases, supply chain issues, Ukraine
- **Increased competitors** – many new entrants to market in the last 2 years
- **Increased cost of getting traffic** – higher cost per clicks due to supply outstripping demand
- **Lower conversion rates** on websites as buyers search for a deal or have little brand loyalty
- Other **organic/free channels are less effective** – as platforms push their ad solutions to drive their revenue

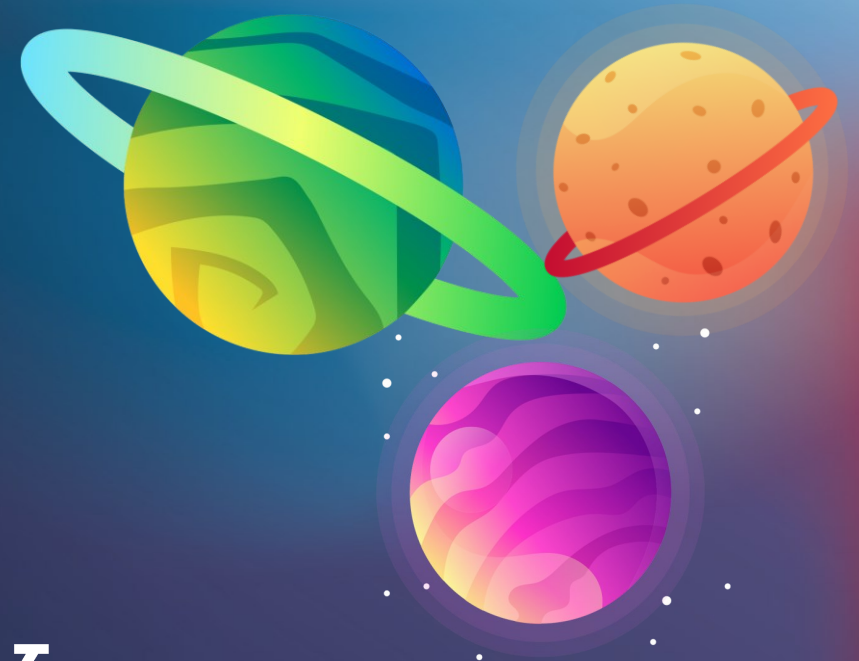


What Competitor Analysis Is Not

- A view to adopt the same strategy as a competitor
- Confirmation what a competitor is doing is right or working for them



Steps To Understanding Your Competitors



Questions You Need To Be Asking



When it comes to understanding your competitors there are certain questions that you should pose:

1. Who are your competitors?
2. What is their organic presence?
3. What paid channels are they using?
4. How does each competitor position themselves and how are they differentiated?
5. Frequency of ad rotation and testing
6. What learnings can you take?














1 – Who Are Your Competitors?

- Before you start your research you should define who your direct and indirect competitors are.
- Your indirect competitors can also share and take up the same ad space
- When it comes to paid search and social, indirect competitors are brands and businesses who share an overlapping target audience or keywords, an example could include
 - Comparison sites and insurance sites
 - B2B vs B2C



1 – Who Are Your Competitors?

You can use a simple table to plot out competitors for each scenario

		DIRECT			
EMERGING	 	   			
		 			
		   			
		INDIRECT			



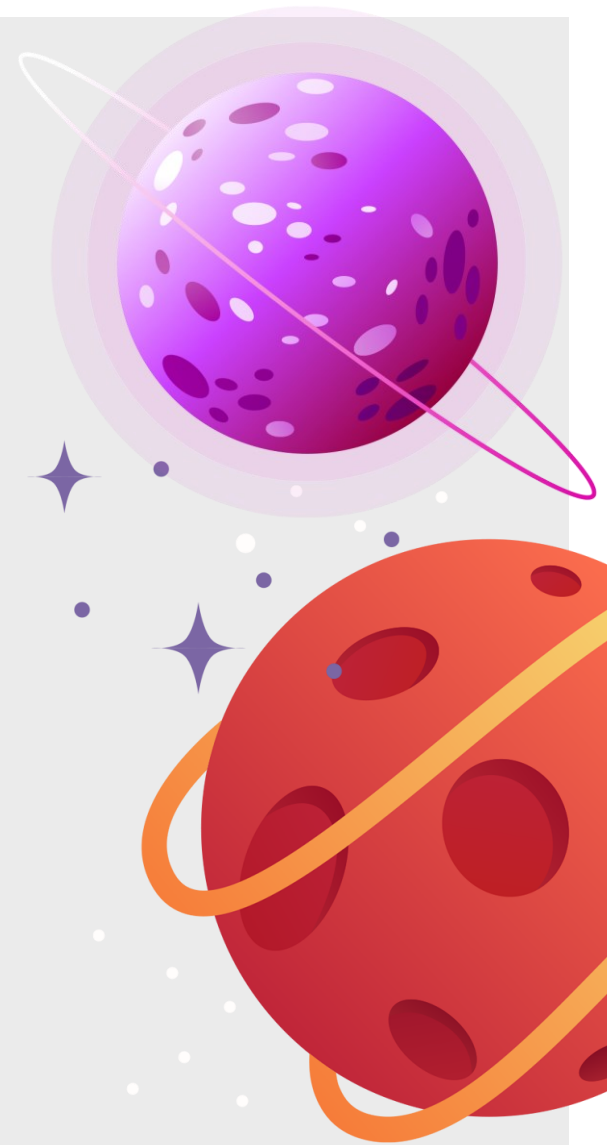
2 – Organic Presence - Gap Analysis

- Understanding how competitors are **performing organically** and where you are potentially missing out, can help to shape your paid media strategy
- By analysing where you are losing organic visibility to competitors, you can develop a keyword strategy through Google Ads to try and capture some of the market share
- You can use tools such as **SEOMonitor** and **Semrush** to help track and analyse this, alongside **Google Search Console**

<input type="checkbox"/>	Keyword	hillarys.c...	blinds-2g...	Volume	KD%	CPC (GBP)
<input type="checkbox"/>	+ blinds to go ▼	21	1	246,000	68 ●	0.71
<input type="checkbox"/>	+ blinds ▼	7	2	165,000	69 ●	2.50
<input type="checkbox"/>	+ roller blinds ▼	6	4	74,000	62 ●	1.82
<input type="checkbox"/>	+ roman blinds ▼	4	5	74,000	54 ●	1.61
<input type="checkbox"/>	+ venetian blinds ▼	5	3	74,000	55 ●	2.11
<input type="checkbox"/>	+ vertical blinds ▼	7	2	60,500	56 ●	2.15
<input type="checkbox"/>	+ blackout blinds ▼	8	2	49,500	47 ●	1.40
<input type="checkbox"/>	+ window blinds ▼	4	1	40,500	66 ●	1.50

3 – What Paid Channels Are They Using?

- You will have to turn detective to dig in and investigate the channels each of your competitors are using
- There are in platform tools such as the **Facebook Ads Library**, and premium tools such as **Similarweb** that you can use
- You will want to build a map of each channel and competitor



4 – Positioning & Messaging

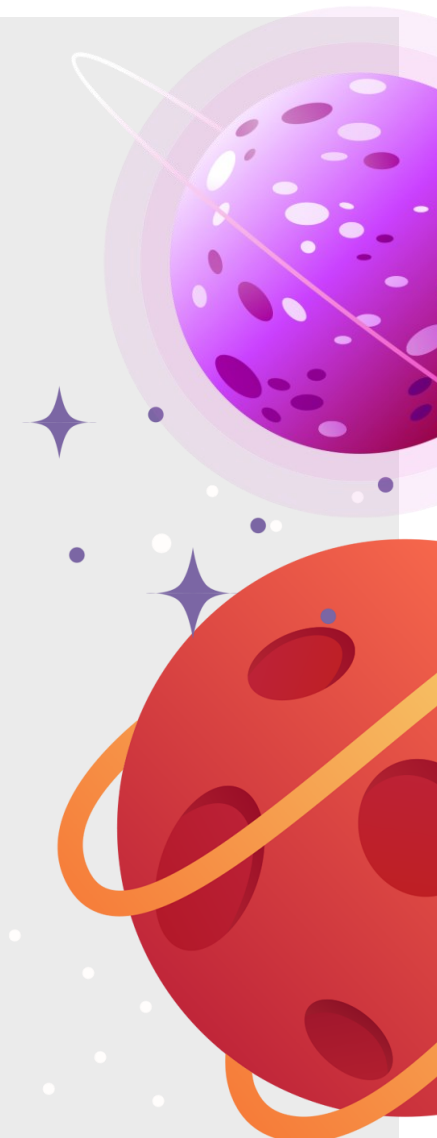
If you are going to win impressions (ad views) ahead of your competitors, you need to ensure you are capitalising on this opportunity.

There is no point winning impressions if your message is not effective in gaining the click.

Understanding what messaging your competitors are using can help you to identify

- What **benefits** they are positioning
- What **offers** do they have running
- What **products** or services they are promoting
- What **actions** they are requesting of the user

You also want to consider how their messaging differs across different platforms, for example between Facebook Ads and Google Search Ads



5 – Frequency Of Ad Rotation & Testing

Using some platform insights and data tools you can establish the frequency of ad rotation

- How long do competitors leave ads running?
 - Do they refresh ads each month, quarter or less frequently?
 - How does this compare to your own ad rotation?
 - Do they introduce seasonal ads
- What type of creative is used? Is it consistent or does it vary?



6 – *Establishing Your Learnings*

- Once you have compiled your research, you need to start making your deductions
 - How do competitors channel mixes differ from your own?
 - Is there scope to increase your own presence and gain more market share?
 - How do competitors messages differentiate from your own?
- The best approach is to roll out testing. It is recommended for all marketing activity to allocate between 10-20% to testing



Paid Search

Google Ads & Microsoft Ads



Measuring Keyword Wins, Losses & Opportunities

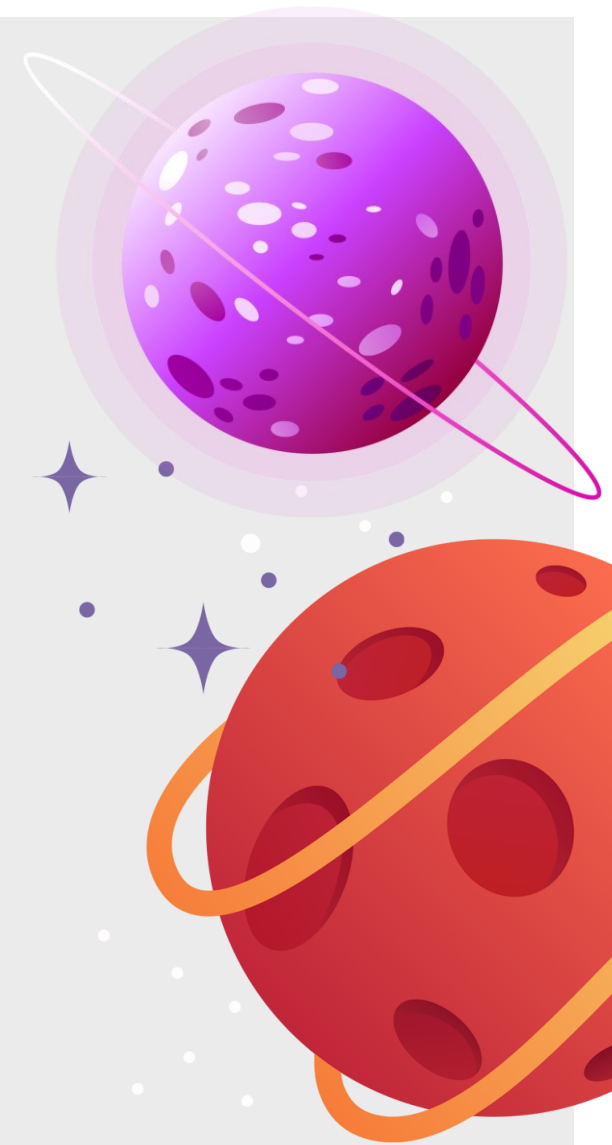
To understand where you are successful or where you may be missing out on potential market share, you can use a number of **metrics** and **platform tools**:

- **Impression share**
- **Absolute Top Impr. Share**
- **Click share**
- **Auction Insights tool**
- **Competition level (within Keyword Planner tool)**



Auction Insights

- **Auction insights** can help you to see **which businesses are competing for the same searches** (keywords) as you
 - Keep an eye out for new competitors and changes over time
 - *note it does not display every business and may sometimes differ to what you see if you conduct a search
- You can see metrics that can help you to **determine the impact these businesses are having on your own ads**
 - It can help you to understand if competitors are more aggressive with their bids and budgets
- You need active Google or Microsoft ads campaigns to see this data, and you can see it across search and shopping campaigns



Auction Insights - Example

- You can access auction insights at campaign, ad group and keyword level
- You can segment the data by time to see how advertisers change over time
- You can also segment by device to see how your performance differs between mobile, desktop and tablet

Y Add filter

Display URL domain	↓ Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
avery.co.uk	24.66%	24.35%	50.20%	77.18%	28.49%	19.53%
You	22.25%	—	—	74.79%	33.54%	—
amazon.co.uk	19.80%	18.95%	25.28%	54.02%	13.03%	21.18%
onlinelabels.com	12.81%	15.99%	52.15%	82.87%	37.24%	20.40%
vistaprint.co.uk	12.29%	8.61%	42.95%	61.63%	13.82%	21.43%

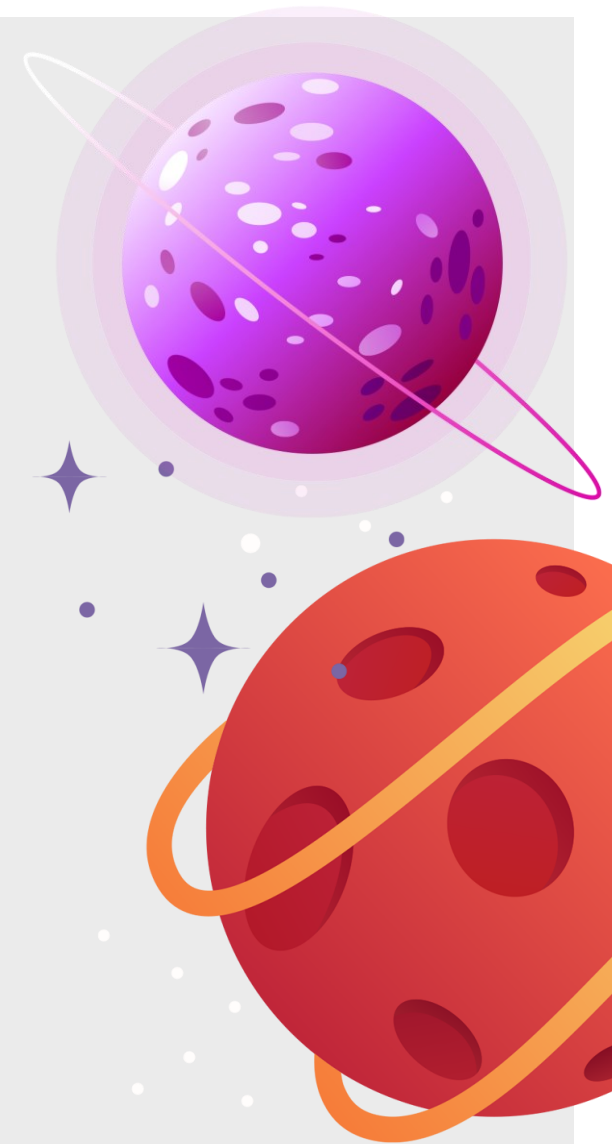
Top Metrics to Review

- **Impression share** - What % of eligible impressions yours or your competitors ad showed for
- **Impr. (Top) % or Impr. (Abs. Top) %** - Which % of impressions that you were eligible to appear in in a top position for did you actually
- **Search top IS** – the % of your impressions delivered above organic listings
- **Click Share** – the % of all potential clicks you actually received
- What the information means
 - Shows you how many potential **searches or clicks you are missing out on**
 - If this is low you should review bids, budgets and quality scores if you wish to increase market share and positioning

Search impr. share	Search lost IS (rank)	Click share	Search top IS	Search abs. top IS	Impr. (Abs. Top) %	Impr. (Top) %
72.83%	27.11%	90.20%	70.66%	69.00%	94.50%	96.68%
59.11%	40.89%	71.97%	53.74%	37.30%	62.83%	90.54%
33.50%	66.50%	31.34%	27.14%	17.72%	52.34%	80.64%
24.84%	75.16%	24.13%	20.79%	12.03%	47.97%	83.47%
15.97%	84.03%	17.45%	10.45%	< 10%	36.34%	65.65%
46.37%	53.63%	50.67%	43.49%	26.83%	57.26%	93.27%

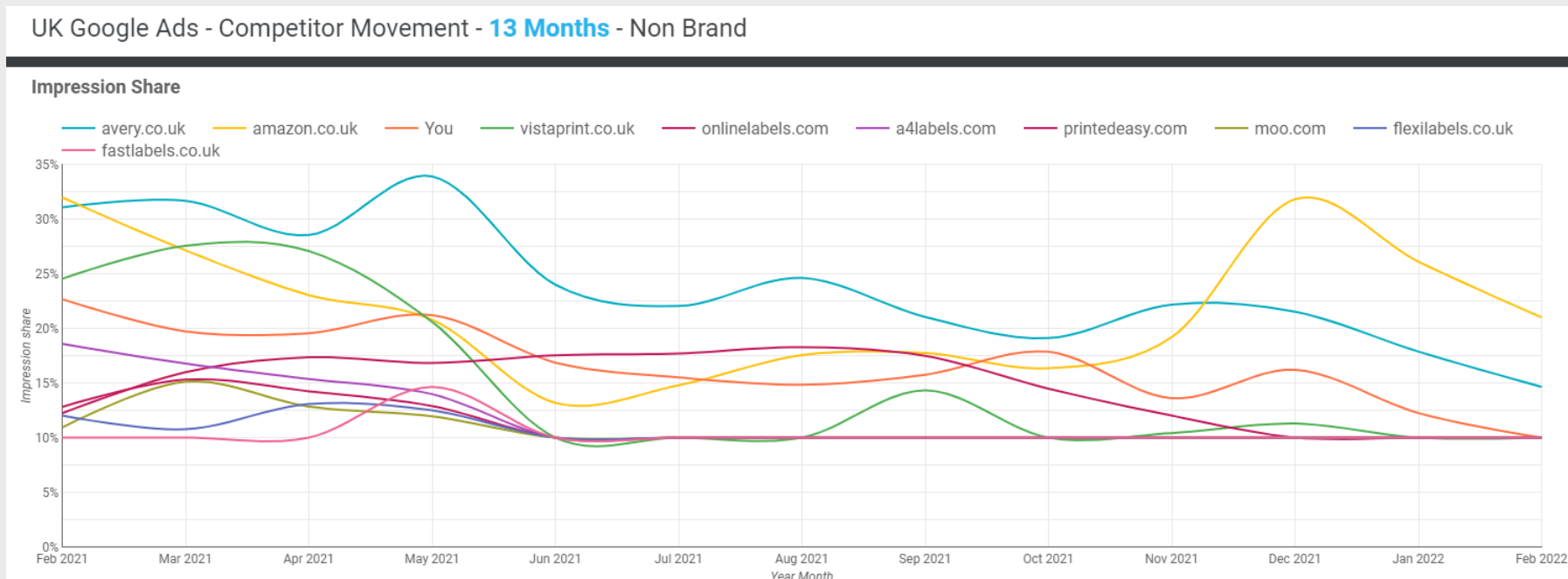
Top Metrics to Review

- **Overlap rate**
 - Shows how often another advertisers ad shows at the same time as your own
- **Position above rate**
 - How often another advertisers ad appears above your own in the ad auction
- **Outranking Share**
 - How often your ad ranked higher in the auction than the other advertisers
- **What the information tells you:**
 - Identify which competitors are winning clicks
 - Identify changes in how aggressively competitors are bidding



Visualising the Data

- You can use Data Studio to plot and visualise changes to data over time



Ad Preview & Diagnostics - Example

- The **ad preview tool** allows you to run mock searches, with the results appearing as they would if you were to search live in Google
- The benefit is it does not skew impression and CTR data, but you can still see if your ad is triggering, which competitors are present and what messaging they are using

The screenshot displays the Google Ad Preview & Diagnostics tool interface. At the top, there is a navigation bar with the following settings: the search term "anicca digital", Location "Ibstock, England, United King...", Language "English", Device "Mobile", and Audience "Users not in any audience". Below this, a green checkmark icon indicates "Your ad is showing". A message states "For the keyword [anicca digital] (UK_SRCH - Anicca Brand > Anicca Digital)". A warning icon with a triangle and exclamation mark notes "Your structured snippets extension didn't show even though it was eligible to." with a "View details" link. The main section is titled "Preview of mobile search results" and shows a mobile phone screen with the Google search interface. The search bar contains "anicca digital" and the search button is active. Below the search bar, there are tabs for "ALL", "NEWS", "IMAGES", "VIDEOS", and "MAPS". The first search result is an advertisement for "Anicca Digital - SEO - PPC - Social Media - CRO" with the URL "www.anicca.co.uk/" and the text "See how digital marketing can drive your brand".

Assessing Keyword Wins & Losses

Impression Share

- An impression share above 80% can be considered good
- An impression share below 50% is considered low

Top IS

- If you want to increase your search visibility, then you want to aim for 50%+

Click Share

- A click share below 50% could indicate that your ad messaging is not resonating with a users search, and therefore you are losing clicks to competitors

Keyword	Impr. (Abs. Top) %	Impr. (Top) %	Search impr. share	Search top IS	Search abs. top IS	Click share
ad keywords ?	28.59%	71.86%	21.15%	15.56%	—	14.77%
"frozen rats"	39.50%	82.22%	73.58%	63.02%	30.04%	49.58%
"basking lamp"	36.99%	78.04%	30.25%	24.02%	11.56%	21.16%
"arcadia pro t5"	60.83%	89.01%	73.13%	71.13%	48.76%	43.46%
[tortoise food]	33.55%	70.63%	40.57%	29.43%	14.14%	23.78%
"frozen mice"	35.09%	79.90%	56.08%	46.67%	20.72%	41.73%
"reptile supplies"	33.99%	74.59%	42.52%	32.18%	14.50%	31.93%
[frozen mice]	47.13%	89.38%	82.22%	76.45%	40.52%	45.65%

Keyword Planner Tool

- Yes the tool is typically for keyword research, but you can use your competitors domain in a different way
 - Find new opportunities
 - Understand what keywords and phrases a competitor is optimising for
- It shows you how Google reads the pages
- You will get the most insight by using and analysing individual page URLs

Discover new keywords

START WITH KEYWORDS START WITH A WEBSITE

Enter a domain or a page to find keywords

<https://www.travisperkins.co.uk/product/building-materials/c/1500029/>

For example, domain.com (website) or domain.com/page (webpage)

English (default) United Kingdom

Use a website as a source of keywords

Use the entire site: www.travisperkins.co.uk

Use only this page: <https://www.travisperkins.co.uk/product/building-materials/c/1500029/>

GET RESULTS

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Page: <https://www.travisperkins.co.uk/product/building-materials/c/1500029/>

Broaden your search: No suggestions found


Exclude adult ideas ADD FILTER 456 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly
<input type="checkbox"/> travis perkins near me	49,500
<input type="checkbox"/> travisperkins	550,000
<input type="checkbox"/> building materials	27,100
<input type="checkbox"/> building supplies online	4,400
<input type="checkbox"/> travis perkins timber	2,900
<input type="checkbox"/> travis perkins decking	1,600
<input type="checkbox"/> travis perkins bricks	1,900
<input type="checkbox"/> builders merchants near me	74,000

Organic Vs Paid

- The report shows performance for when both an organic listing and an ad appeared, or just one of them
- You can use the report to **understand where you can bolster your ad activity** to boost your market share
- You can drill down to campaign, ad group or keyword level

**To use the report search console needs to be linked to the ad account*

Paid and organic 
Unsaved

UNDO REDO Custom
1 Jan 2022 - 31 Dec 2032

Search Result Type	Clicks	Impr.	CTR	Avg. CPC	Cost	Organic Clicks	Organic Queries	Organic Clicks/Query	Organic Average Position	Combined Clicks	Combined Queries	Combined Clicks/Query
Both shown	3,041	12,667	24.01%	£0.39	£1,185.23	269	12,667	0.02	16.14	3,310.00	12,667	0.26
Ad shown only	925	4,207	21.99%	£0.43	£397.67	0	0	0.00	0.00	925.00	4,207	0.22
Organic shown only	0	0	0.00%	£0.00	£0.00	17,729	184,425	0.10	28.71	17,729.00	184,425	0.10

YouTube

- Whilst there is no definitive way to see what video ads a competitor is running, one thing you can do is visit their YouTube channel
- Once there, you want to look at the view levels for each video, alongside their publish date
- Few videos attract high view counts from just organic activity, particularly in a short space of time
 - The exception to that rule is usually around popular tutorials
 - If their view count is in the 10,000's the likelihood is they are or have been using such videos in a YouTube ad campaign
- You can also review the types of video that are being used and the frequency they are posted



Social Media

Facebook & LinkedIn



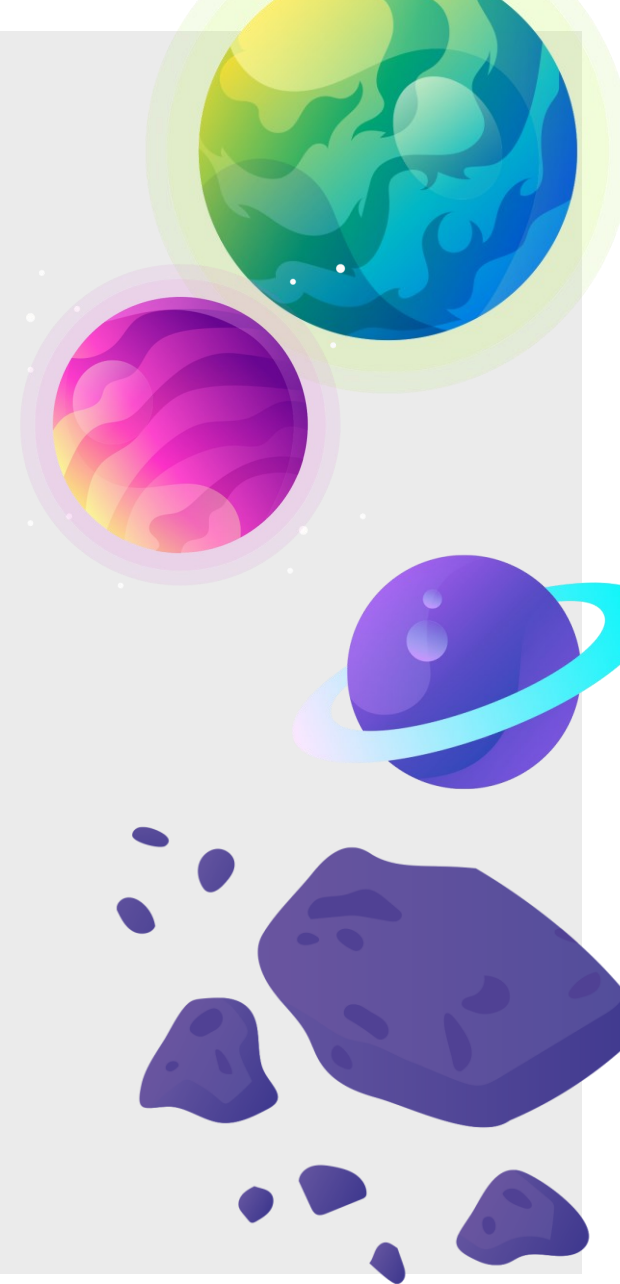
Facebook (Meta) Ads Library

- You can use Facebook Ads Library to search for competitor ads that are currently running across the platform
- You do not need to have a Facebook account or be logged in to view ads currently being run
- You can filter by country and ad category (if your business falls within one of these)



Facebook (Meta) Ads Library – What You See

- Details about the page (likes, followers, creation date)
- Each active ad
 - When the ad was first launched
 - Which platforms the ads are live on
 - The ad itself (messaging & creative)
 - Versions of the ad (dynamic content)



Facebook (Meta) Ads Library - Example

The screenshot displays the Meta Ads Library interface. At the top, there's a navigation bar with 'Meta' logo and links for 'Ad Library', 'Ad Library Report', and 'Ad Library API'. Below this is a search bar with 'United Kin...' selected, 'All ads' filter, and a search query 'Canva'. A 'Keyword' search box and 'Filters' button are also visible. A horizontal bar shows filters for 'Russia', 'India', and 'France'. The main content area is titled 'Launched March 2022' and lists three active ads:

- Ad 1:** Active, started on Mar 23, 2022. Platforms: Facebook, Instagram, Messenger. ID: 5219283508115821. Ad details: Celebrate Ramadan your way. Includes text: 'Whether you're celebrating Ramadan yourself or know someone who is - use our free templates to inspire kindness, generosity, and a sense of renewal. We've got everything you need to make it special.' Creative: 'Celebrate Ramadan your way' with 'MARHABAN YA Ramadan' and 'Eid al-Fitr'.
- Ad 2:** Active, started on Mar 22, 2022. Platforms: Facebook. ID: 518724869859257. Ad details: 7 ads use this creative and text. Creative: 'BRB, hitting goals with our dream team.' with a diagram showing 'collaborate' at the top, 'we' below it, 'when performance' below that, and 'team's' and 'Our' at the bottom.
- Ad 3:** Active, started on Mar 20, 2022. Platforms: Instagram. ID: 1334485760381913. Ad details: 7 ads use this creative and text. Creative: 'Presentation shortcuts IRL be like...' with hashtags #design #canva #presentation #presentationnight #powerpoint #powerpointnight. Includes an image of a hand holding a megaphone.



LinkedIn Posts & Ads

You can visit any company page on a desktop device on LinkedIn and view ads that the company is running, or has been running

From this you can determine:

- Messaging
- Call to action
- Landing page
- Ad creative
- Ad Type

The screenshot shows the IBM LinkedIn company page. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messages. Below this is a banner with the IBM logo and the text "changes everything.". The company name "IBM" is prominently displayed, followed by its location and follower count. A navigation menu below the company name includes "Home", "About", "Posts", "Jobs", "Life", "People", "Events", and "Videos". The "Posts" tab is highlighted. Below the navigation menu, there are filters for "All", "Images", "Videos", "Articles", "Documents", and "Ads", with the "Ads" filter selected. The main content area shows "Ads from IBM" with a sub-header "The following ads may show up on your feed. Listed offers may not apply to you. [Learn more](#)". A specific advertisement is shown, featuring the IBM logo, the text "Promoted", and the hashtag "#LetsCreate" with a description: "#LetsCreate is a call to the developers, data scientists and CTOs working to make the world work better." The advertisement has a blue background at the bottom.

Tools

Free & Premium



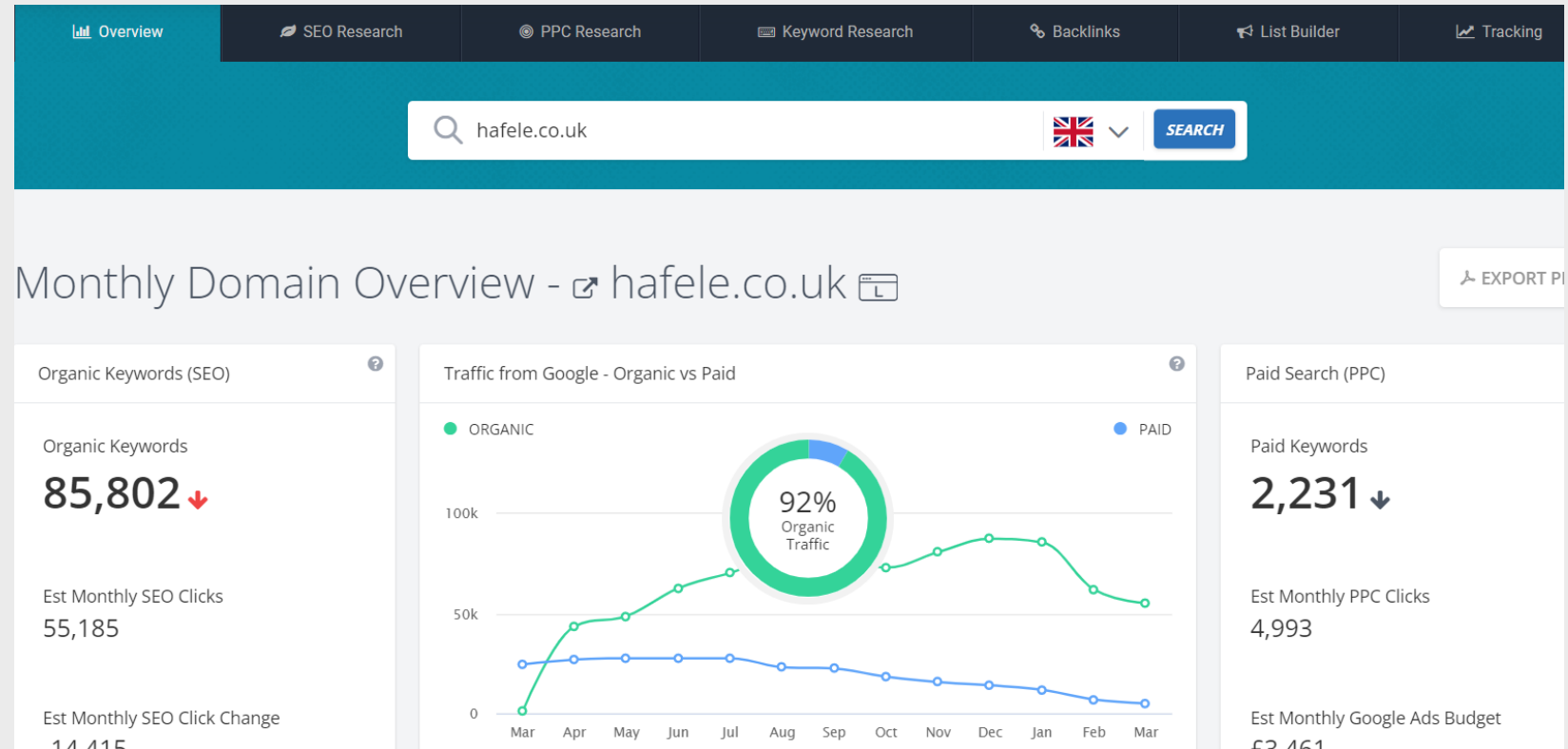
SpyFu

Pricing

- You can access limited data for free
- Starts at \$9/month* (limited offer)

Top Features

- Competitor keywords
- Competitor traffic levels
- Ads messaging
- Est. Ad budgets



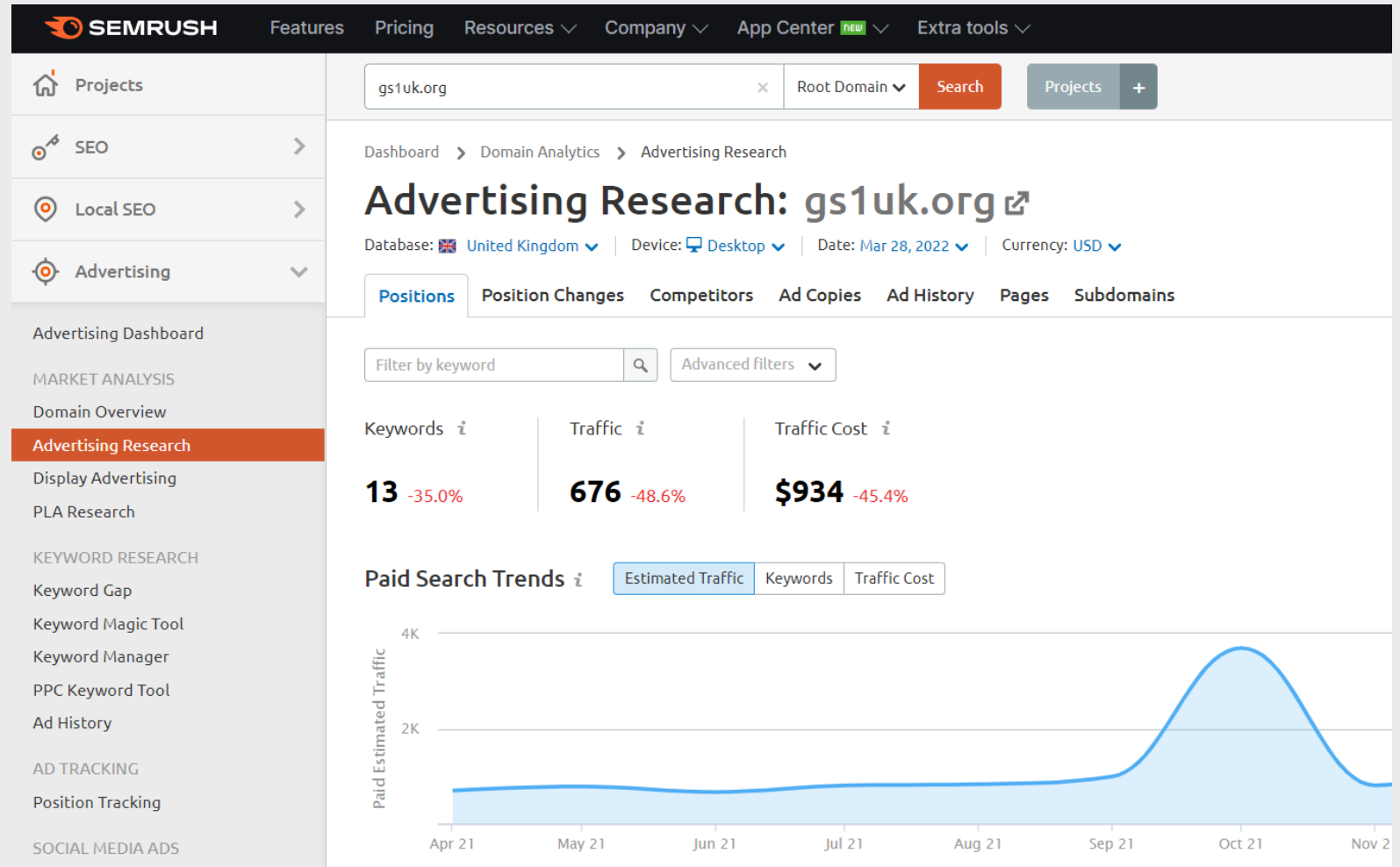
Semrush

Pricing

- You can access limited data for free
- Starts at \$119.95/month* (limited offer)

Top Features

- Gap analysis
- Rankings
- Messaging
- Traffic levels
- Shopping ads



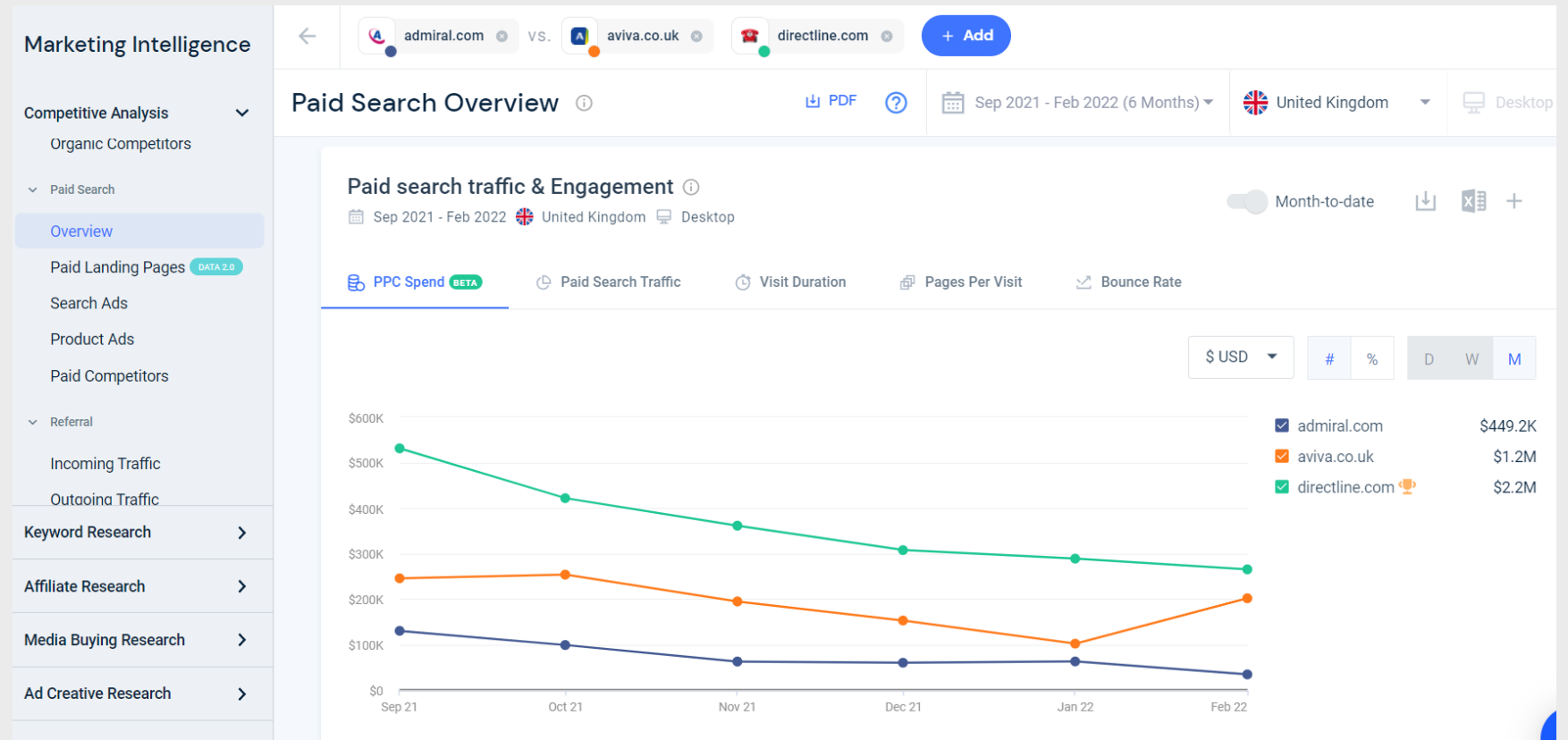
Similarweb

Pricing

- Free trial
- Request quote (~£1k/month)

Top Features

- Channel usage
- Market intelligence
- Ad messaging
- Gap analysis
- Est. Ad budgets



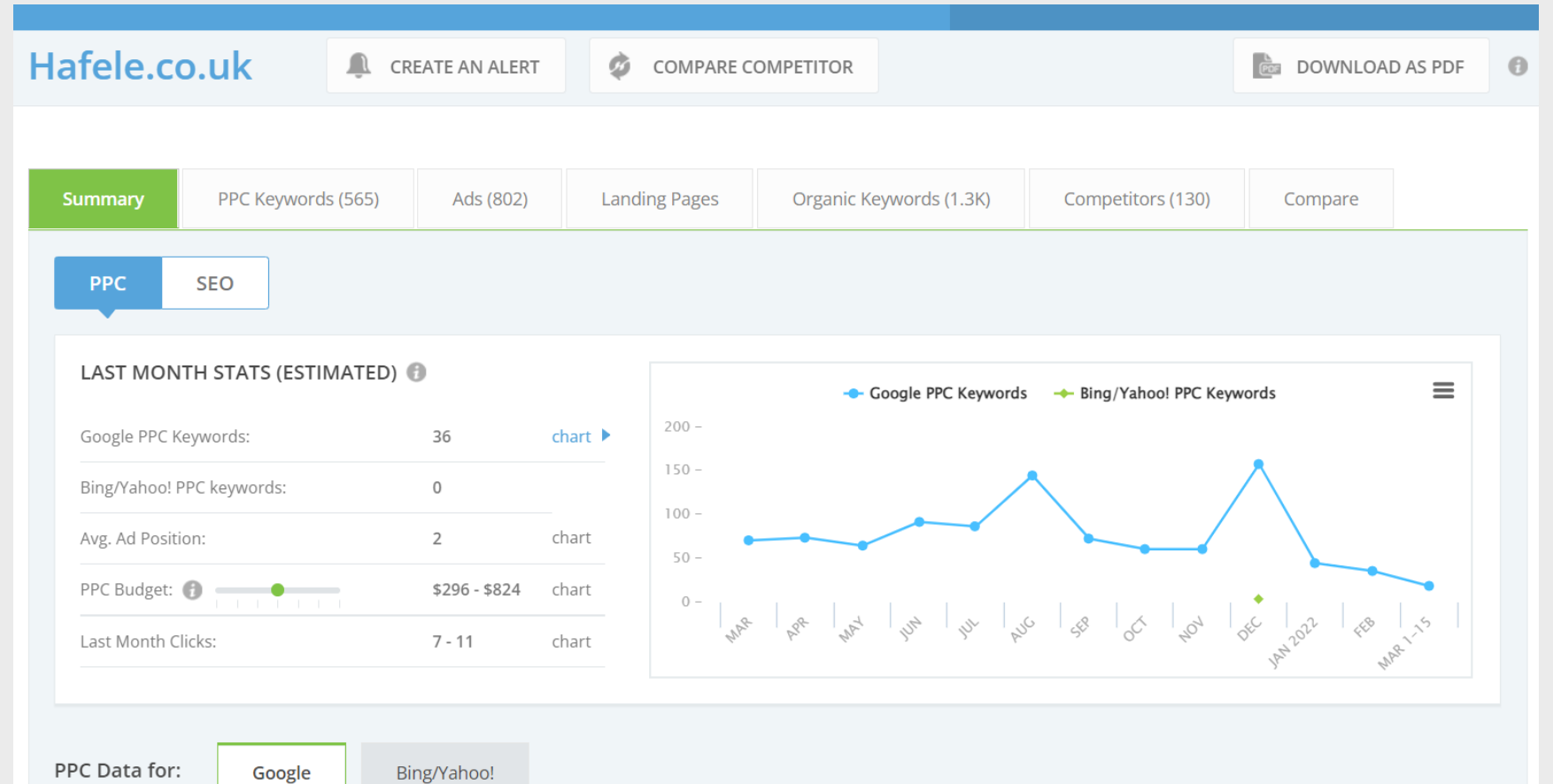
Ispionage

Pricing

- Free trial
- Starts at \$59/month

Top Features

- Keyword targets
- Ad messaging
- Landing pages
- Est. Ad Budgets



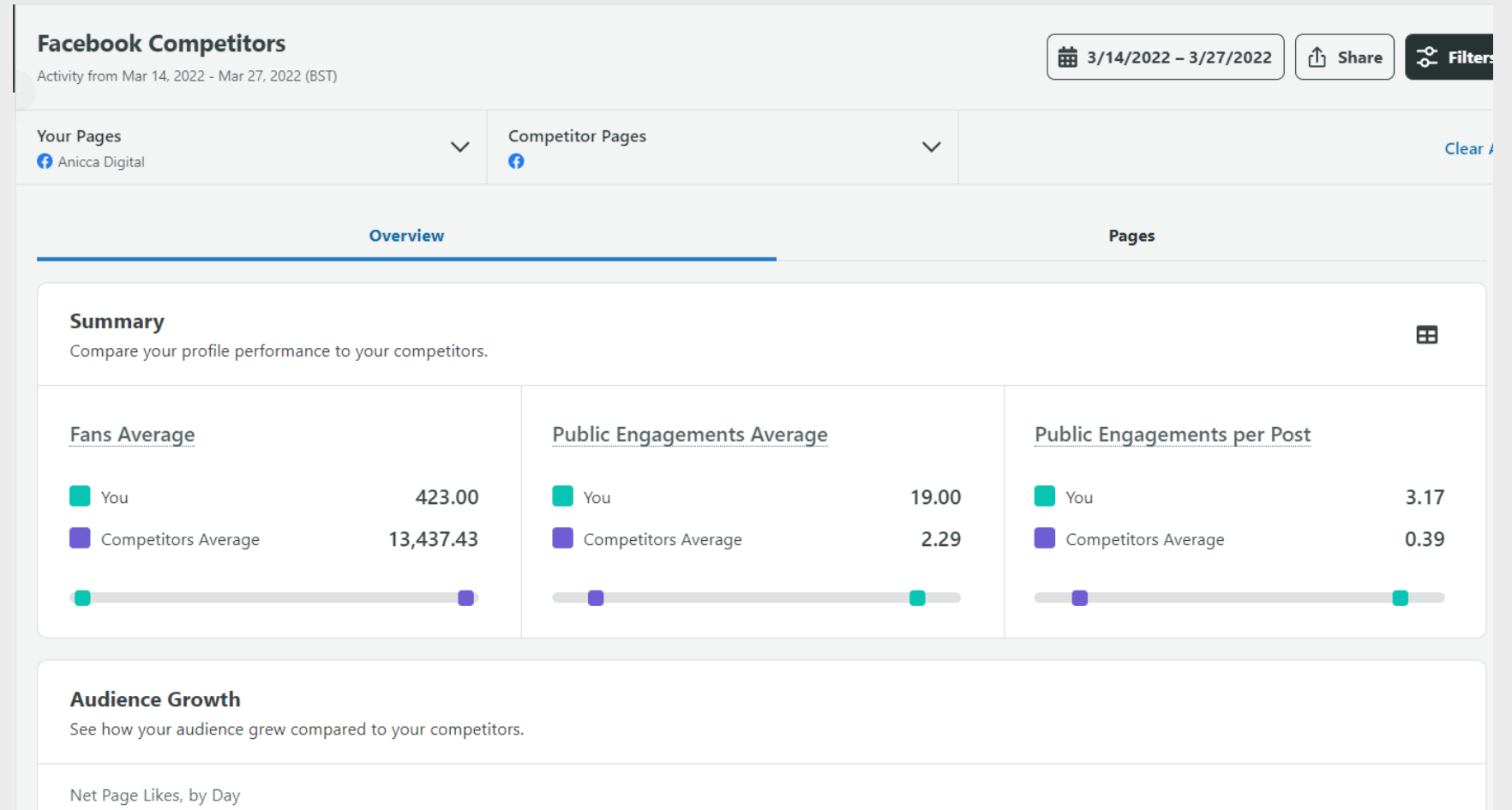
Sprout Social

Pricing

- Free trial
- Starting from \$89/month

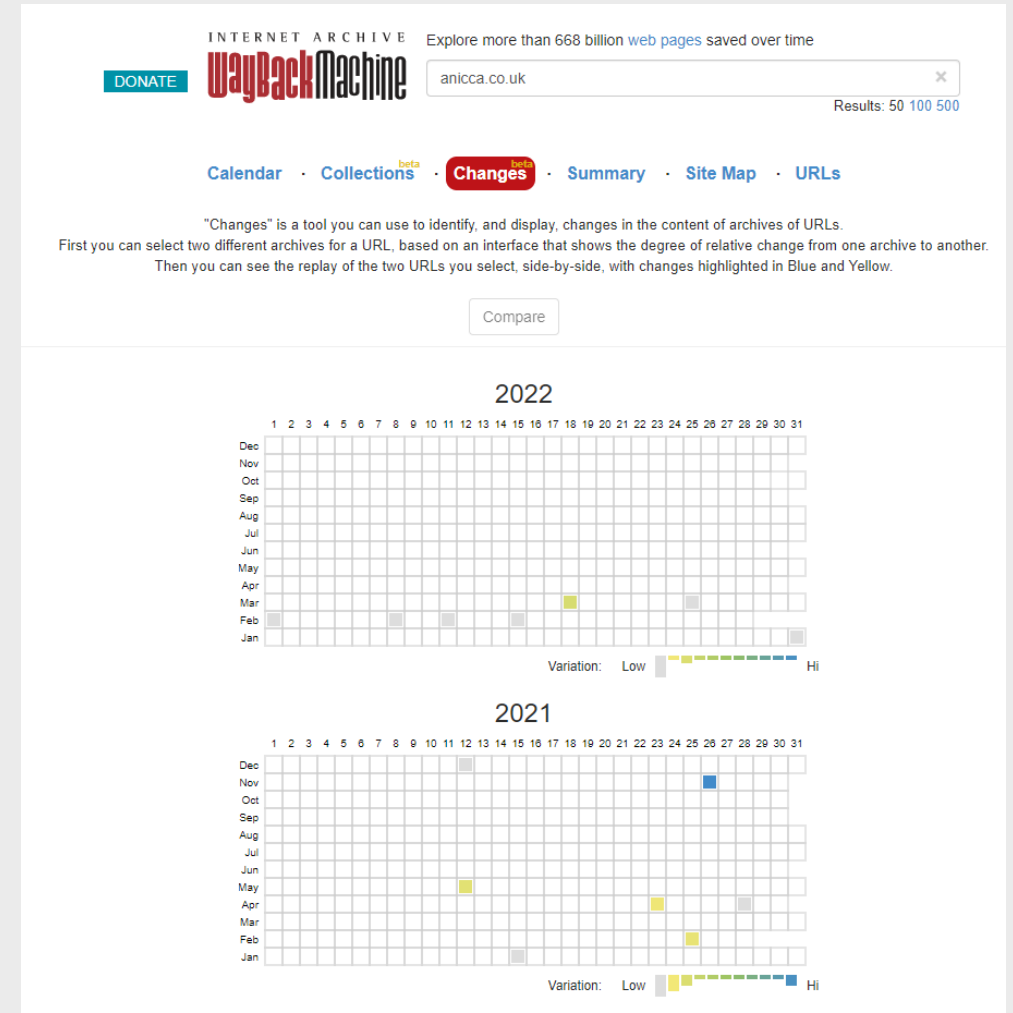
Top Features

- Benchmark growth
- Check posts
- Listening tools



The Wayback Machine

- The WayBack Machine gives you an opportunity to track changes to competitors websites
- Not only can you track when changes happen, you can view the archive of the pages to establish what those changes were
- It is a free tool that you can use to track multiple domains and page URLs
- It highlights both small and large changes to pages

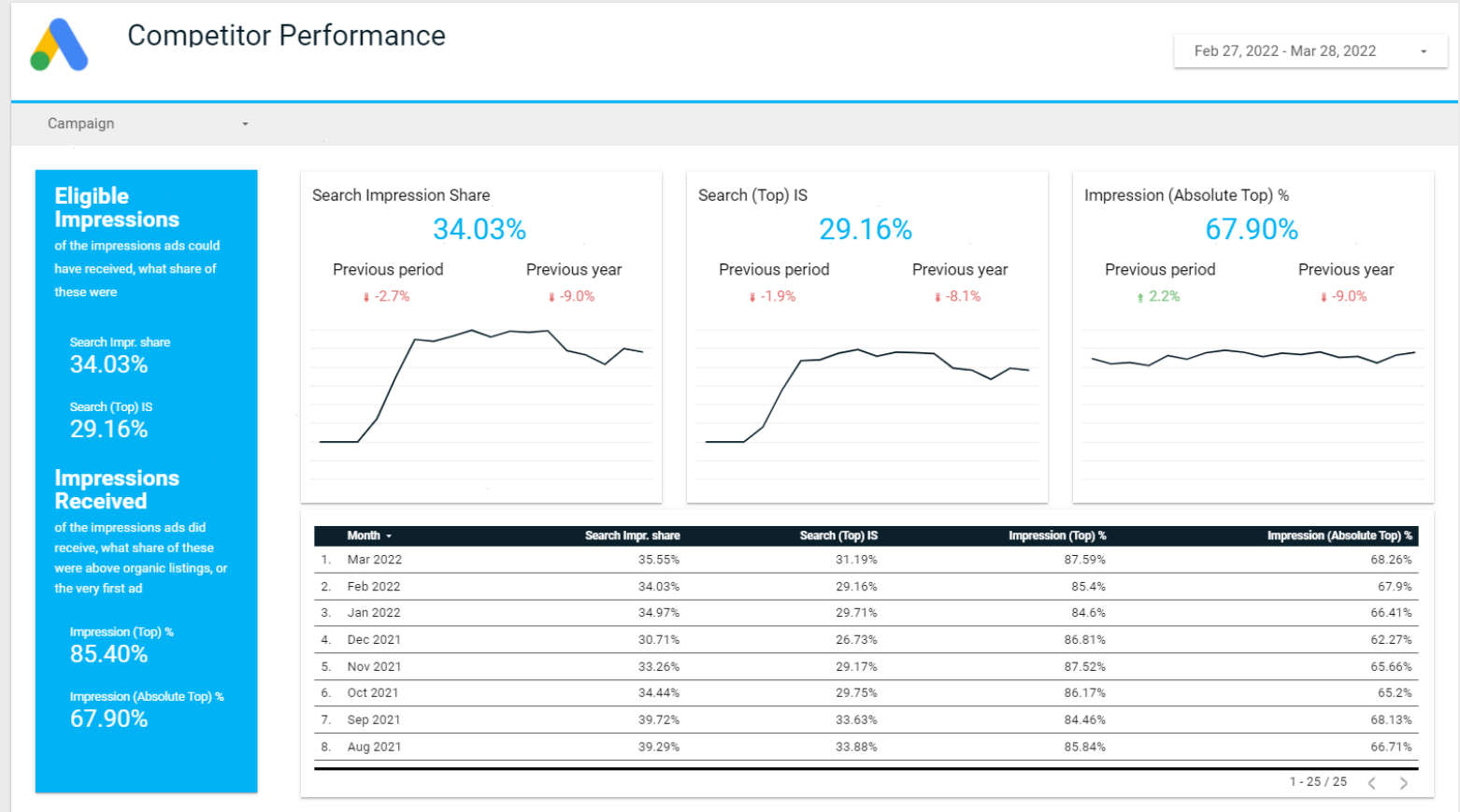


Takeaways & Tips



Track Impacts on Your Own Performance

- We recommend that you use Data Studio, with a combination of built-in data sources and imports from Google Sheet
- This pulls all of your data into one location



Combine Data Sources to track competitors

- Whilst there are many tools out there for analysing your competition, each of these tools use forecasting and public data to compile their data.
- As a result the data can vary, as none of these tools have access to the actual account data.
- We recommend to review, combine and average data from multiple data sources to obtain the most reflective view.
- You should also use your own data as benchmark reference for how out the tools are



Act on this insight - What Does This Mean For Your Marketing?

- How can you adjust and test your ad messaging to better position your product or service?
 - Are there gaps you can fill?
 - Are there pain points you can address?
- Do you need to adjust your bidding strategy to gain more impressions?
- Are there new channels/platforms you could explore?



Make it a habit to conduct competitor analysis regularly



If you aren't doing it frequently, it is hard to keep track of the changing landscape and understand the impacts this can have on your own activity



Get in touch to discuss our
competitor audits, and get your
business ahead of your
competitors



Thank you

enquiries@anicca.co.uk

Disclaimer

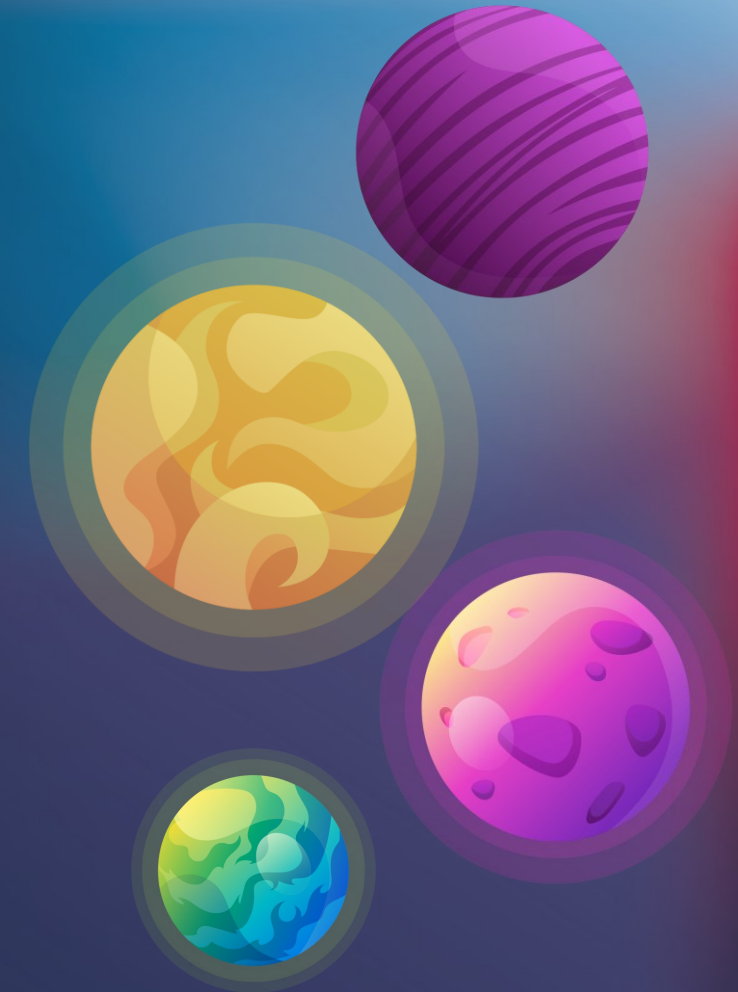
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Important Analytics announcement

- Google to sunset Universal Analytics by June 2023
- GA4 implementations jump to the top of everyone's to-do list!



A promotional graphic for Google Analytics 4 Setup. It features a dark blue background with a white circle containing a yellow bar chart icon. A red banner with white text reads "15% Off". To the right, the text "Limited Time Offer" is in red, and "Google Analytics 4 Setup" is in white. A blue line graph with three points and a magnifying glass icon are also present.

15% Off

Limited Time Offer

Google Analytics
4 Setup

How we can help you?

15% discount on GA4 services (booked before end of April)

- **GA4 Training:**

- **Bespoke GA4 training** (in person training for your team - learn how to do GA4 set-ups yourself) - reduced from £1,125+vat to £955+vat
- **Group Training** – in-person (in Leicester) or join online - £600+vat reduced to £500+vat per person)

- **GA4 set-ups by Anicca team:**

- **Standard set-up** - reduced from £1,000+vat to £850+vat
- We can provide a quote for **large and more complex GA4 set-ups** – you will still receive a 15% discount

New digital skills bootcamp in May

The course consists of a total of **130 hours of guided learning**,
This is equivalent to about **10 hours per week** and includes:

- **10 weeks of lessons** – 1-day live lesson, 1-2 hours of live webinars, plus self-service webinars and access other Anicca and DMI resources.
- **Ongoing communication** (via Slack), enabling communications with other learners and the trainers
- At the end of the course there are **optional vocational sessions** – 1-day guided exam revision, 2 days of guest speakers' sessions/workshops, plus 2-hours of 1-2-1 mentoring etc.
- A **certification of attendance** (after learners have completed the 130 hours)
- Online multi-choice **DMI exam**
- Learners will get **membership to the DMI** & access to DMI resources

Waiting list for May's digital bootcamp

- We are waiting for confirmation from D2N2 for the funding for our next digital bootcamp, which is due to start at the beginning of May
- There are free places for priority groups, such as unemployed, under 24 and over 50
- If you are an employer or employed full-time (and not in a priority group) - you will be required to make a small contribution
- You can find out more at <https://anicca.co.uk/grant-funded-digital-skills-bootcamps/>
- **You can join the waiting list by signing up here**
<https://bit.ly/grant-funded-bootcamp2>