BROOKS BELL

Competitor Analysis

Boost your market intelligence with valuable insights from your existing or potential customers and learn where you stack up against your top competitors.

Companies today operate in a highly competitive, global and fast-paced environment. An environment, where data is your greatest asset. With expertise in analytics and user research, Brooks Bell's team of data scientists and UX professionals have put their heads together to create this proprietary process.

The Competitor Analysis, a critical part of every business plan and marketing strategy, determines the strengths and weaknesses of the players in your industry. This information helps you define your marketplace differentiators and use them as competitive advantages.

Brooks Bell's Competitor Analysis is not what you might think. It is data-based and customer-driven. We rely on a combination of on-site analytics, online surveys, and unmoderated video research to see how real-world customers view the strengths and weaknesses of your website in relation to your competitors.

The analysis involves evaluating up to three competitor websites including the information and features they use to convert prospects to give you a clear view of what your customers and/ or potential customers want, and we tell you specifically how you measure up against those competitors. But what's more, we also give you a set of strategic testing themes to improve your customer journeys and site impact through experimentation.

> " Brooks Bell's proprietary competitor analysis offers you insights into content strategies and testing themes that will make you stand out from your top competitors, increase your conversion rates, and enhance your customer journeys.

Here's how it works:

Your Website		Competitor 1		Competitor 2		Competitor 3
★☆☆☆	VS	★★★★	VS	★★★☆	VS	★★☆☆
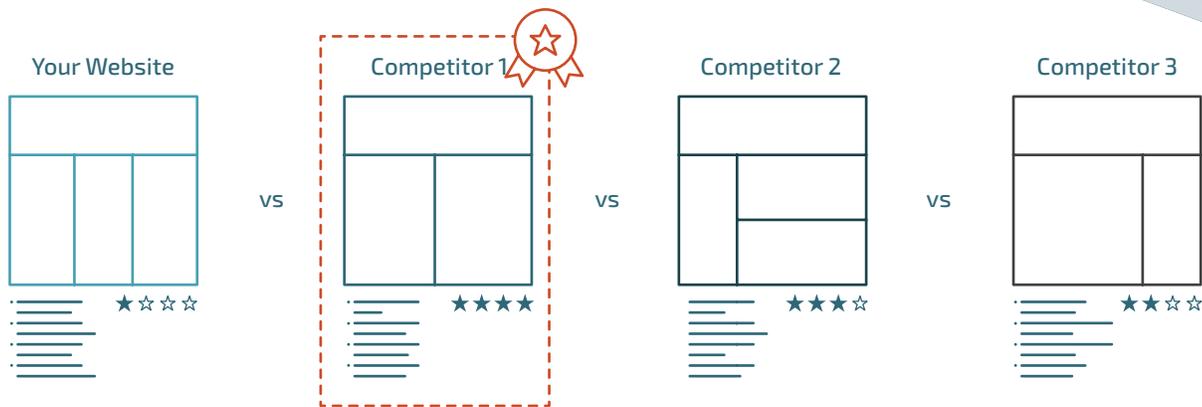
To learn more about our Competitor Analysis or any other Brooks Bell services, contact Scott Plumb today!

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