



# 4 Ekara Benchmark



Market positioning  
 Benchmarking of customer and competitor offers  
 Comparison of web and mobile

“ 46% of visitors who don't get an adequate response from a website switch to a competitor's site, and 33% of them will not come back. - Source : Jupiter Research ”



The benefits of Ekara Benchmark

## Your issues and needs

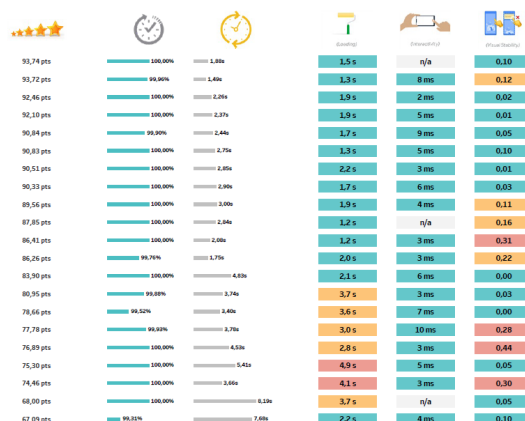
- Do you have doubts about your digital positioning with respect to your competitors?
- Are you losing market share in the digital channel?
- Is your SEO unsatisfactory?
- Have you noticed high latency in certain geographical areas?

See where you stand in comparison to competitors, based on factual elements

Challenge your teams to become “best in class”

## Position your digital maturity with respect to your competitors

Situate the performance of your websites against a competitor baseline in every environment (desktop, mobile, and tablet).



Determine areas for improvement and optimization

Identify successful projects and replicate them throughout your organization

Track trends and raise awareness about the importance of web performance

## Deliverables



Customer benchmarks  
 Competitor benchmarks



# Business case: a media group



## The context

The Marketing division of a major media group wanted to know about the quality of experience that the group's publications delivered to users. Mobile usage was becoming predominant among audiences. Which metrics should be monitored in this fast-evolving context?



## Our assistance

- Presentation and selection of relevant KPIs, including **Google Core Web Vitals (LCP, FID and CLS)**.
- The group's publications were benchmarked against those of global leaders. Both mobile and desktop were taken into consideration. Expert analysis of the results of the benchmark led to recommendations for each publication under study.



## The situation

Uncertainty about the how the websites were performing with respect to the world leaders in the industry.



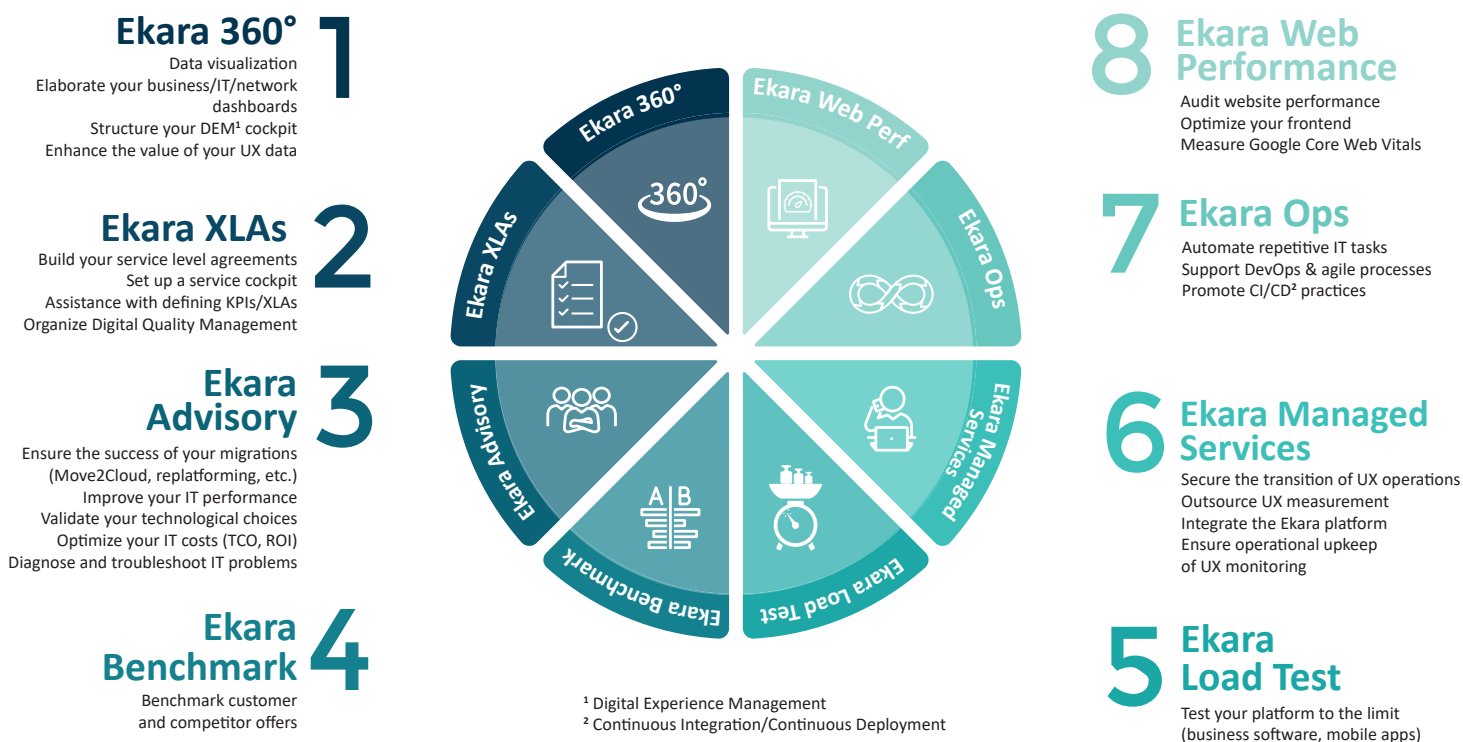
## The benefits

Factual data about the position of the media group's publications. Quick win actions to improve performance without a full website overhaul. Proposals for a more general renovation of the website in the medium-term.

An overhaul of websites and applications resulted in audience growth of 137%. Fee-based digital offers now account for 40% of online articles. There was a fourfold rise in income from digital products.

## A complete range of consulting services

A full-spectrum portfolio of consulting services to meet your Digital Experience Management requirements.



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