

Competitor Analysis in Uncertain Times

Industry Shifts, Online Stats
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Digital Marketing Growth



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How Often Should You Do Online Competitor Analysis?



Industry Shifts in March 2020: the New Essentials

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In these first few months of 2020, the market has changed dramatically.

Offline industries experienced severe turbulence and, in the best of cases, had to make an emergency landing online.

Digitally native businesses, meanwhile, had to adapt to the changing consumer demand, purchasing power, and the new messaging that many of their competitors had adopted.

While you may wonder how exactly your competitive landscape has changed, let's have a look at the bigger picture first. We need to **clarify the context in which businesses operate** when it comes to online presence.

Below, you can find data on several **industries that showed atypical online growth in March 2020**. These are not their seasonal fluctuations — when we checked data for March 2019, traffic to the analyzed companies' websites didn't increase that much, nor did they grow in online popularity in February 2020. All the stats are estimated with [SEMrush Traffic Analytics](#).

The first categories to increase in terms of traffic **are those that accommodate the work-from-home situation**.

Teamwork Software

Average Traffic Growth: **+30.4%** in March 2020

Location: US

Domain	Visits	Unique Visitors
smartsheet.com	14M +25.52%	2.8M +18.04%
workfront.com	4.3M +28.77%	319.3K +27.24%
monday.com	2.8M +42.03%	685.4K +20.36%
wrike.com	2.1M +12.05%	515.7K +10.98%
teamwork.com	2.1M +41.32%	264.9K +15.70%
toggl.com	1.7M +19.98%	530.6K +18.35%
mavenlink.com	739.1K +35.56%	91.7K +6.44%
clickup.com	426.3K +18.66%	182.9K +17.97%
miro.com	585.5K +36.89%	273.8K +73.45%
pipefy.com	376.1K +43.14%	60.5K +19.11%

Webinar Platforms

Average Traffic Growth: **+54.6%** in March 2020
Location: All Regions

Domain	Visits	Unique Visitors
demio.com	410.3K +18.24%	244.8K +54.97%
webinarninja.com	93.3K +51.18%	61.3K +42.89%
gotomeeting.com	16.8M +69.75%	5.2M +50.08%
webex.com	39.9M +72.44%	10.1M +56.93%
clickmeeting.com	1.7M +21.90%	673.6K +33.85%
getresponse.com	7.4M +10.09%	3.7M +2.80%
bigmarker.com	267.7K +97.38%	147.4K +79.03%
easywebinar.com	75.7K +110.52%	25.7K +9.96%
dacast.com	532.5K +74.54%	339.3K +55.77%
intermedia.net	1.3M +20.16%	540.9K +27.99%

Money Transfer Services

Average Traffic Growth: **+11.1%** in March 2020
Location: All Regions

Domain	Visits	Unique Visitors
transferwise.com	20.5M +14.41%	11.2M +8.99%
paypal.com	616.7M +2.55%	240.2M +2.48%
worldremit.com	2.5M +7.14%	1.2M +8.46%
currenciesdirect.com	181.7K +7.42%	117.5K +1.37%
riamoneytransfer.com	1.4M +23.05%	561.3K +7.00%
xe.com	77.7M +16.66%	29.2M +7.11%
travelex.com	479.1K +5.97%	413.9K +3.11%
xoom.com	4.2M +14.44%	1.8M +7.13%
westernunion.com	17.3M +8.38%	8.4M +4.20%

Then followed the companies that make a place feel like a home.

Cleaning Services

Average Traffic Growth: **+6%** in March 2020
Location: All Regions

Domain	Visits	Unique Visitors
mollymaid.com	339.8K +8.00%	286.9K +8.90%
thecleaningauthority.com	361.8K +5.11%	103.3K +1.48%
handy.com	986.2K +7.06%	597.8K +2.18%
merrymaids.com	434.3K +3.86%	377.3K +4.78%

Home Decor E-Commerce

Avg Traffic Growth: **+22.8%** in March 2020
Location: US

Domain	Visits	Unique Visitors
abchome.com	171K +15%	136K +5%
article.com	1.3M +8%	782K +11%
crateandbarrel.com	7.4M +9%	4.4M +3%
decoratorsbest.com	80K +11%	67K +30%
dwr.com	514K +12%	305K +8%
luluandgeorgia.com	225K +5.11%	110K +11%
leifshop.com	10K +25%	10K +25%
highfashionhome.com	126K +25%	98K +4%
schoolhouse.com	160K +22%	113K +0.1%
restorationhardware.com	2M +8%	1.2M +4%

However, when it comes to online shopping for generally essential goods, it looks like the initially increased demand has been satisfied, and thus has decreased.

General E-Commerce

Average Traffic Growth: **+19.8%** in February 2020

Location: All Regions

Domain	Visits	Unique Visitors
amazon.com	3.3B +8.54%	559.4M +5.83%
ebay.com	881.7M +6.42%	188M +5.96%
walmart.com	600.1M +31.12%	203.5M +13.10%
costco.co	20.2K +15.52%	19.7K +12.95%
target.com	259.1M +37.59%	110.9M +20.64%

General E-Commerce

Average Traffic Growth: **+5%*** in March 2020

Location: All Regions

Domain	Visits	Unique Visitors
amazon.com	3.3B -0.27%	534.4M -4.47%
ebay.com	863.3M -2.09%	183.2M -2.55%
walmart.com	582.5M -2.93%	200.9M -1.29%
costco.co	26.2K +30.15%	25.3K +28.35%
target.com	259.5M +0.16%	110.8M -0.03%

*Three out of five e-tailers experienced negative growth

Some less expected markets became active. While offline entertainment was put on hold, online alternatives stepped in. Here, for example, we see the result of opera theatres adapting to the current situation and attracting their visitors to live streams.

Theatres

Average Traffic Growth: +125% in March 2020
Location: US

Domain	Visits	Unique Visitors
metopera.org	1.1M +39.82%	566.8K +37.78%
berliner-philharmoniker.de	24.8K +95.29%	21.1K +71.33%
roh.org.uk	105.5K +26.59%	77.3K -5.16%
broadwayhd.com	108.8K +63.22%	74.7K +62.05%
staatsoper.de	2.1K +400.00%	834 +100.00%

We see that the precarious situation is not solely a cause for concern — it can in fact provide opportunities for many businesses.

We can also see that we can't always predict online consumer behavior. Will there be renewed interest in general e-commerce? And if you start sales? And if your competitors do the same?

Now more than ever we need to make **data-driven, not chaos-driven, decisions**. And this is where online competitor analysis can help you.



How to Find Surefire Insights for Your Digital Marketing

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In this guide, we will take you through the **main points of online competitor analysis** which you may need to do to adapt your campaigns to the new reality.

We will name the **key metrics** that we recommend **tracking on each digital marketing channel** and show you how to get them with SEMrush tools.

Normally, we recommend that our users follow the **complete workflow** described here. This way, they get a clear understanding of their competitors' online presence and don't miss any insights.

However, this is not a strict step-by-step guide. If you are especially interested in one particular area of your rivals' marketing, just click on the corresponding chapter in the table of contents above.

To let you get the most out of this analysis, we're offering you a **7-day free trial of the entire SEMrush Competitive Research Bundle**. With it, you'll access all the SEMrush tools, including the premium Competitive Intelligence Add-On, and find actionable insights in minutes.

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1. Get Insights from Competitors' Website Traffic

This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/competitor-analysis-in-uncertain-times/>