VEEAM VERITAS

COMMVAULT COHESITY

How Data Security Companies Distributed Their $4.4M Advertising Budget

SaaS

Key Takeaways

The brands in the competitive set invested -13% less budget into digital ads during the first six months of 2022 than between July – December 2021.

Channel Identification
- Brands allocated 54% of their total ad budget towards Facebook ads and 22% to Paid Search.
- Display saw the highest increase (+72%) from the last two quarters of 2021.
- CPM on Facebook is 16% lower than on Instagram.

Advertising Trends
- The brands decreased their investment in paid search, display, and Twitter ads.
- Veeam saw the highest advertising spend at $6.1M.

Ad Channels
- 84% of all Facebook budget was invested in link ads.
- Veeam is the only company that advertised on YouTube.
- Cohesity focused on running display ads (primarily on desktop devices) on data and security websites for IT professionals.

Landing Pages
- Veeam, Commvault, and Veritas drive traffic to the landing page where they offer free e-books or guides about security in exchange for users' contact information.
- Most of Veeam's and Veritas's traffic to these landing pages comes from paid search, while other brands in the competitive set invest more in other digital ad channels.

The following companies were included in the competitive set for this analysis:
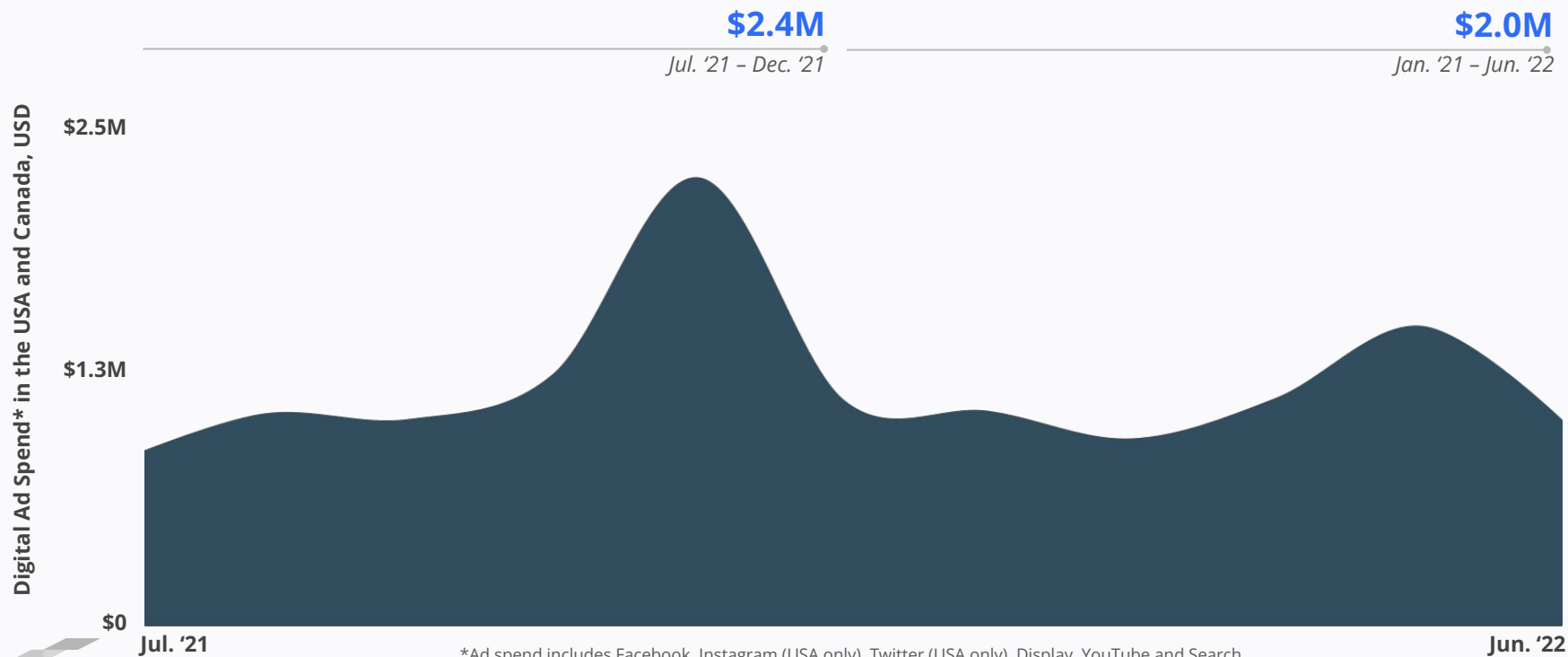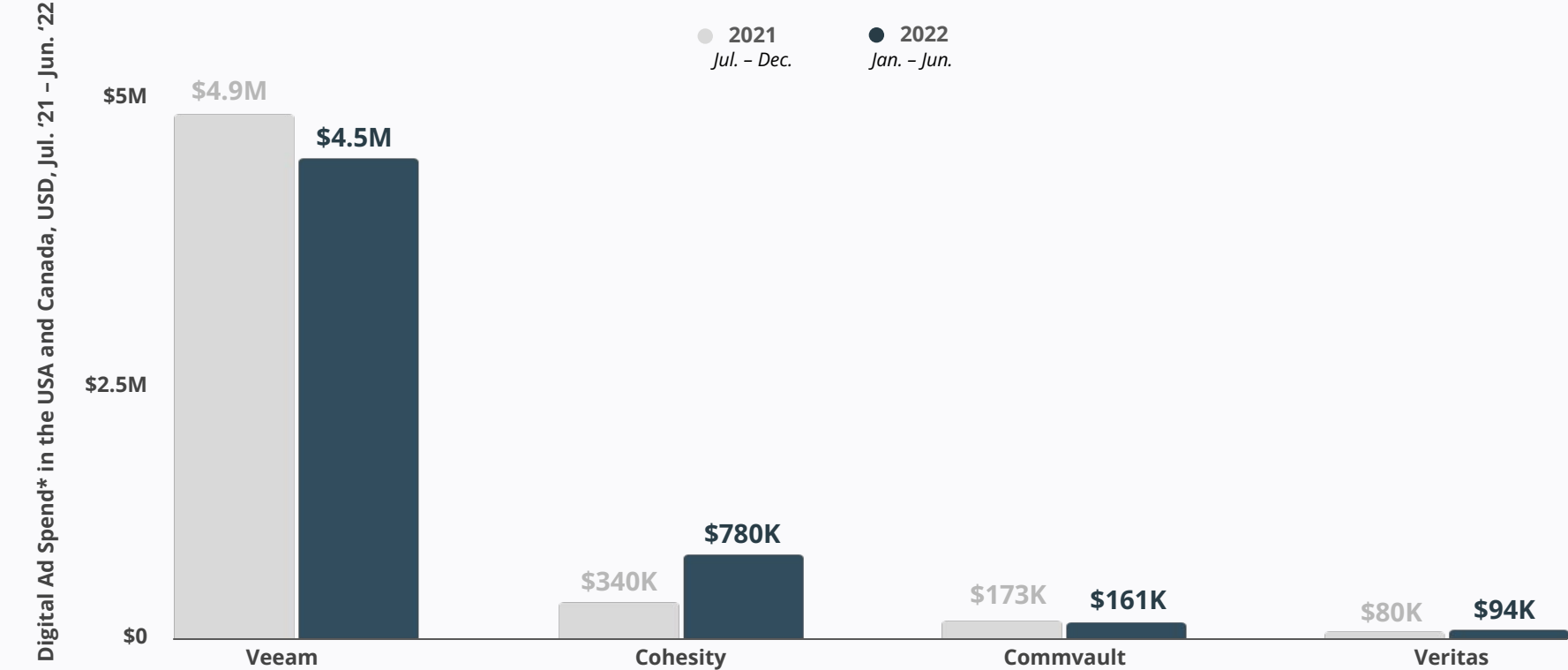
In the first half of 2022 (January – June), the companies in the competitive set decreased their digital advertising spend by **-13%** from the previous six months of 2021. **July 2021** saw the lowest ad spend at **$262K** and **November 2021** saw the highest ad spend at **$713K**.

$2.4M
Jul. '21 – Dec. '21

$2.0M
Jan. '21 – Jun. '22

Digital Ad Spend* in the USA and Canada, USD

$2.5M

$1.3M

$0

Jul. '21

Jun. '22

RightMetric

Overall **Veeam ($9.3M)** invested the most advertising dollars in digital advertising amongst the competitive set.**, Cohesity and Veritas** increased their spending from the first to the second half of the year, where **Cohesity** more than doubled (+129%) its digital spend in the first six months of 2022.

Digital Ad Spend* in the USA and Canada, USD, Jul. '21 – Jun. '22

● 2021
Jul. – Dec.

● 2022
Jan. – Jun.

	Veeam	Cohesity	Commvault	Veritas
2021	$4.9M	$340K	$173K	$80K
2022	$4.5M	$780K	$161K	$94K

$5M
$2.5M
$0

RightMetric

Facebook and **Display** are the only two platforms that saw an ad spend increase in 2022 — Facebook's ad spend grew by 11% and Display's by 54%.

● **2021**
Jul. - Dec.

● **2022**
Jan. - Jun.

Digital Ad Spend* in the USA and Canada, USD

$3M

$1.5M

$0

$2.7M

+11%

$983M

-29%

$1.1M

-19%

$750K

+72%

$29K

$17K

Facebook   **Instagram**   **Search**   **Display**   **Twitter**   **YouTube**

RightMetric

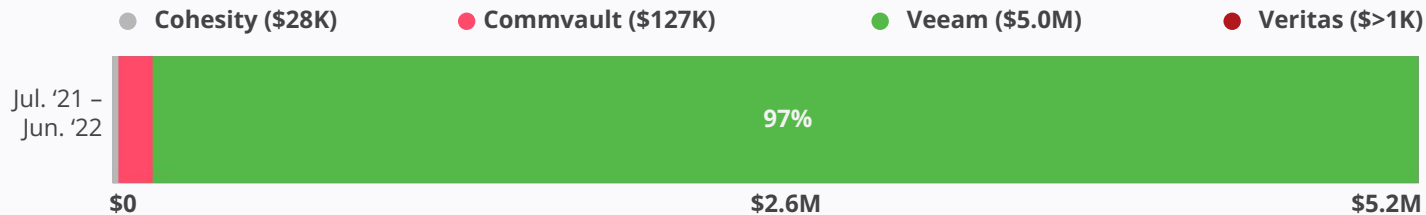| Channel	Budget (share)
● Facebook	$5.0M (54%)
● Paid Search	$2.5M (22%)
● Instagram	$2.4M (21%)
● Display	$1.2M (11%)
● Twitter	$71K (1%)
● YouTube	$17K (0%)

$11M
$5.5M
$0

67%
18%
13%
13%

From July 2021 to June 2022, the competitive set invested **$11M** into digital advertising. **Facebook ($5.0M)** and **Paid Search ($2.5M)** saw the highest spendings, followed by **Instagram ($2.4M)**.

Ad spend includes Facebook, Instagram (USA only), Twitter (USA only), Display, YouTube and Search.
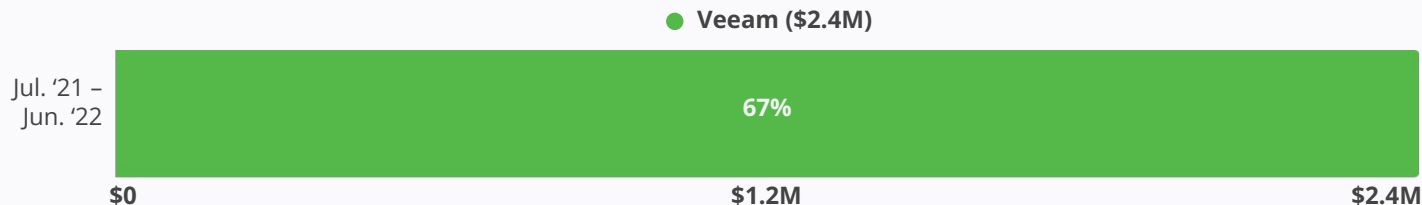Spend is a directional approximation and does not include retargeting, or behavioural targeting.

RightMetric

Veeam spent the most advertising dollars on Facebook ($5M), Instagram ($2.4M), and Paid Search ($1.8M) amongst the companies in the competitive set. All brands invested in Facebook and Paid Search ads.
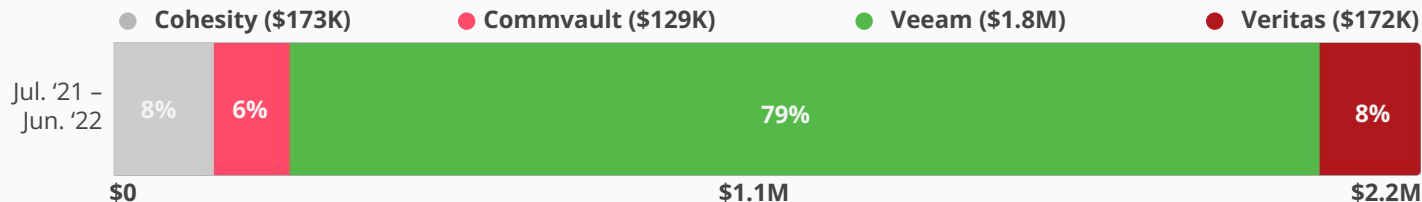
● Cohesity ($28K)   ● Commvault ($127K)   ● Veeam ($5.0M)   ● Veritas ($>1K)

Avg. CMP **$7.4**

Jul. '21 – Jun. '22

97%

$0 $2.6M $5.2M

● Veeam ($2.4M)

Avg. CMP **$8.6**

Jul. '21 – Jun. '22

67%

$0 $1.2M $2.4M

● Cohesity ($173K)   ● Commvault ($129K)   ● Veeam ($1.8M)   ● Veritas ($172K)

Paid Search

Jul. '21 – Jun. '22
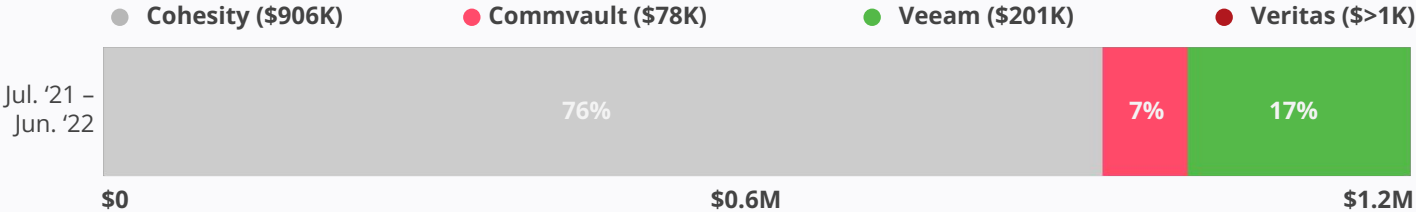
8%   6%   79%   8%

$0 $1.1M $2.2M

All companies in the competitive set invest in **Display ads**, where Cohesity ($906K) spent the most between Jul. 2021 and Jun. 2022. When it comes to **Twitter**, Veeam is the biggest spender on this platform and the only company in the competitive set that runs video ads on **YouTube**.
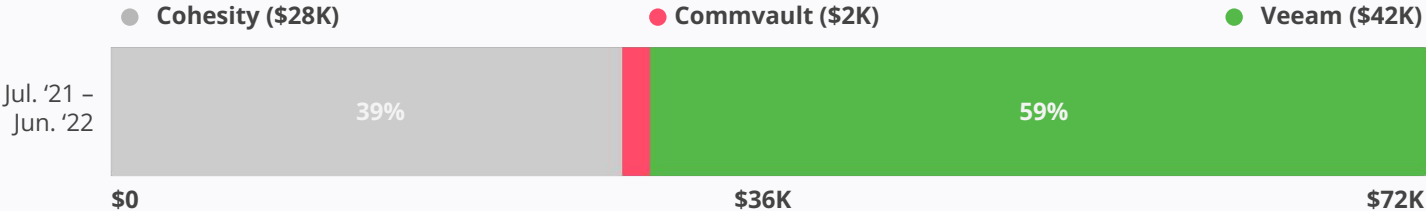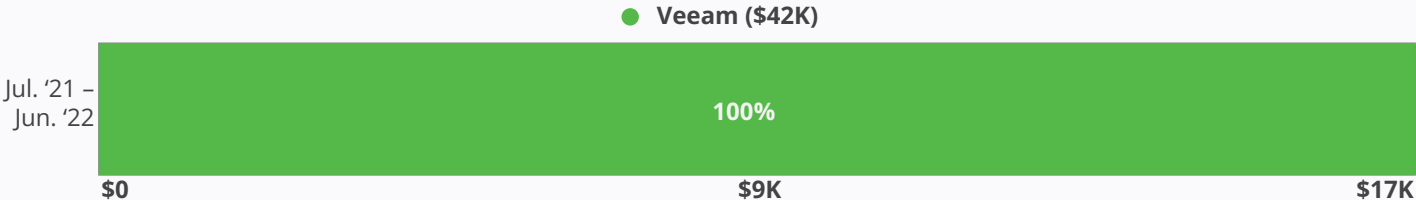
Display Ads

Avg. CMP **$8.9**

● Cohesity ($906K)   ● Commvault ($78K)   ● Veeam ($201K)   ● Veritas ($>1K)

Jul. '21 – Jun. '22

| 76% | 7% | 17% |

$0 $0.6M $1.2M

Avg. CMP **$6.4**

● Cohesity ($28K)   ● Commvault ($2K)   ● Veeam ($42K)

Jul. '21 – Jun. '22

| 39% | | 59% |

$0 $36K $72K

Avg. CMP **$18.0**

● Veeam ($42K)

Jul. '21 – Jun. '22

| 100% |

$0 $9K $17K
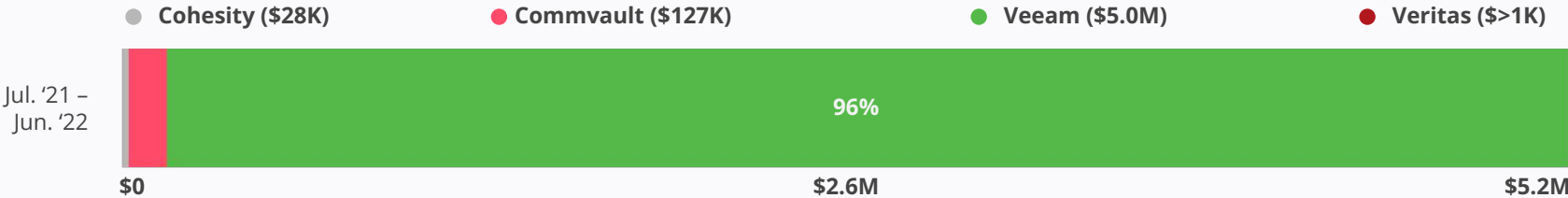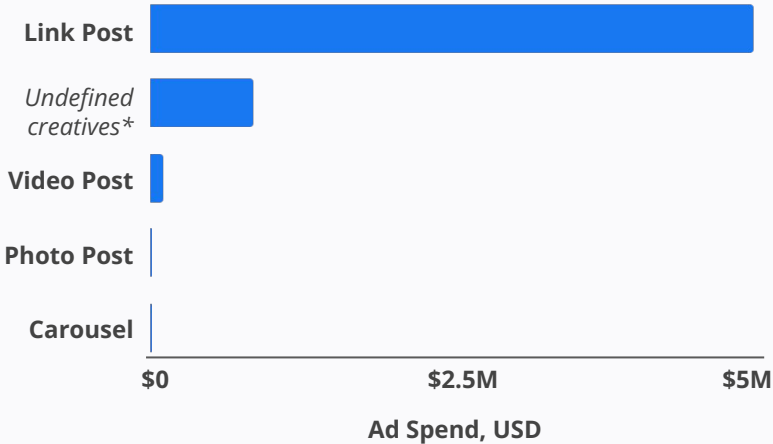
From July 2021 to June 2022, **Facebook** saw a total investment of **$5.2M** and an average CPM of **$7.4** across the competitive set. **Veeam** alone invested $5M into Facebook ads.

- Cohesity ($28K)
- Commvault ($127K)
- Veeam ($5.0M)
- Veritas ($>1K)

Jul. '21 – Jun. '22

96%

$0 $2.6M $5.2M

Top Facebook Ad Formats (Jul. '21 - Jun. '22)

- Link Post
- *Undefined creatives**
- Video Post
- Photo Post
- Carousel

$0 $2.5M $5M

Ad Spend, USD

Top Five Facebook Metro Targets (Jul. '21 - Jun. '22)

Metro	Share %
New York	13%
Chicago	7%
Dallas	7%
Atlanta	3%
Boston	3%

based on Veeam targeting

RightMetric

Two of the top three Facebook ads backed by $378K investment promoted Veeam's VMware Backup for Dummies, which is a free e-book.

Veeam Software ✓
December 17, 2021 at 2:00 PM · 🌐

Discover easy steps to implement agentless backup and best recovery methods.
Learn VM and VM backup basics. Download new "For Dummies" special edition now!

FREE
VMware Backup For Dummies

veeam

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Veeam Software ✓
2 hrs · 🌐

Find out the best way to protect your VMware VMs and improve your SLAs & RTOs!
✓ VMware backup basics
✓ Focusing on recovery
✓ Modern Hybrid Cloud World
✓ Five tips for better virtual machine backup

FREE
VMware Backup For Dummies

veeam

GET E-BOOK

Veeam Software ✓
December 7 at 9:25 PM · 🌐

This 5-minute, easy-to-read document explains why organizations need to protect Office 365 data.

UPDATED REPORT   veeam

7 Reasons to Backup Office 365

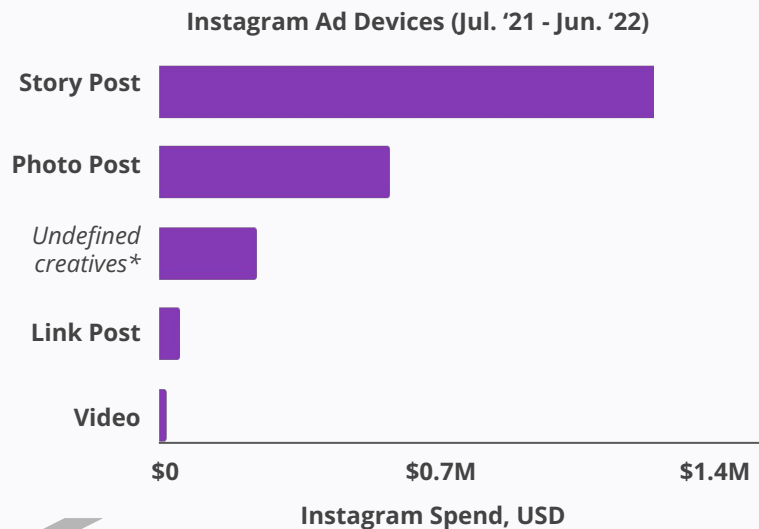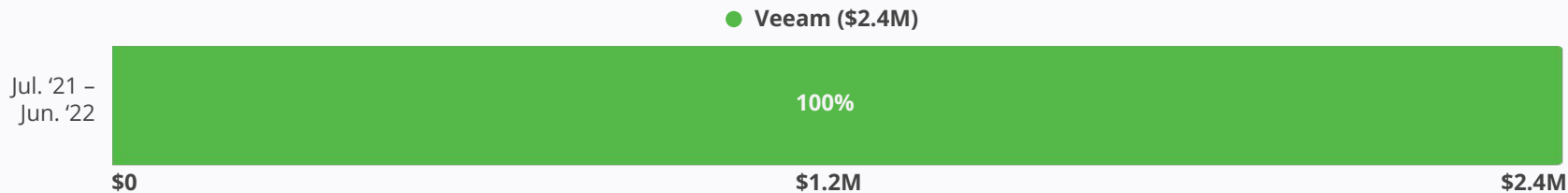Spend: **$261K** | Impressions: **30M**
CPM: **$8.6**
Click to view

Spend: **$118K** | Impressions: **15M**
CPM: **$7.9**
Click to view

Spend: **$115K** | Impressions: **13M**
CPM: **$9.2**
Click to view

Spend is a directional approximation and does not include retargeting, or behavioural targeting.
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RightMetric

Veeam ($2.4M) is the only company in the competitive set that advertised on Instagram. The brands mainly ran story ads (51%), targeting users in New York City (9%), Dallas (5%) and Houston (5%).

● Veeam ($2.4M)

Jul. '21 – Jun. '22

$0	$1.2M	$2.4M

100%

Instagram Ad Devices (Jul. '21 - Jun. '22)

Story Post

Photo Post

*Undefined creatives**

Link Post

Video

$0	$0.7M	$1.4M

Instagram Spend, USD

Top Five Facebook Metro Targets (Jul. '21 - Jun. '22)

Metro	Share %
New York City	9%
Dallas	6%
Houston	5%
Los Angeles	5%
Washington DC	5%

based on Veeam targeting

* Creatives not captured by tracking tools
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

RightMetric

Top two Instagram ads promoted a chance to win either a t-shirt or Oculus Quest 2 Advance set.

veeam_software
18k followers
View Profile

CISCO

veeAM

CISCO LIVE

Limited Edition
Free T-Shirt

Enter to win great prizes

GET NOW

View More on Instagram

12 likes

Spend: **$102K** |Impressions: **11M**
CPM: **$9.5**
Click to view

veeam_software
18.1k followers
View Profile

CISCO
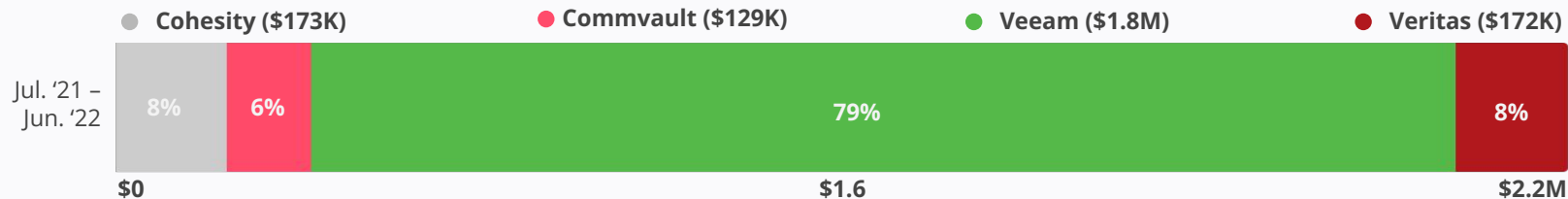
veeAM

Attending
Cisco Live?

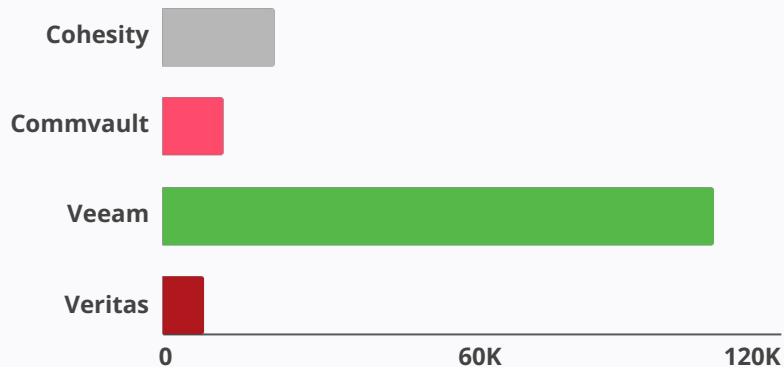Win Oculus Quest 2 Advanced

REGISTER NOW

View More on Instagram

6 likes

Spend: **$82K** |Impressions: **9M**
CPM: **$8.7**
Click to view

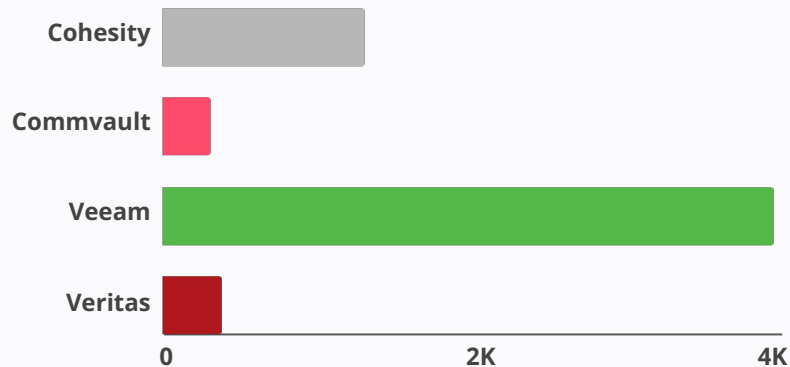# Veam ($1.8M) spent the most advertising dollars on **Paid Search** amongst the competitive set, followed by **Cohesity ($173K)** and **Veritas ($172K).**

● Cohesity ($173K)   ● Commvault ($129K)   ● Veeam ($1.8M)   ● Veritas ($172K)

Jul. '21 –
Jun. '22

| 8% | 6% | 79% | 8% |

$0 $1.6 $2.2M

Estimated Search Traffic by Brand (Jul. '21 - Jun. '22)

Cohesity

Commvault

Veeam

Veritas

0   60K   120K

Number of Paid Keywords by Brand (Jul. '21 - Jun. '22)

Cohesity

Commvault

Veeam

Veritas

0   2K   4K

Veeam targeted 4.1K different keywords which resulted in 107K website visits.

Paid Search Ads by Traffic Share, June 2022

Keywords

recuva

Ad · https://www.veeam.com

#1 Backup and Recovery – Veeam Backup & Replication

Intelligent Backup and Recovery, Cloud Mobility, Monitoring & Analytics. Backup reliably. Recover effortlessly. Replicate efficiently. Free Trial! Free Trial. Cloud, virtual & physical.

best backup software for windows 10

Ad · https://www.veeam.com/

Veeam Backup & Replication – #1 Backup and Recovery

Trusted by more than 400k customers worldwide. Get a Free 30-day Trial! Simple, reliable, physical server backup with new V11A. 66K+ channel partners. 82% of Fortune 500. #3 Market Share Worldwide. Synthetic full backups. CryptoLocker...

vmware

Ad · https://www.veeam.com

For VMware vSphere – For VMware workloads

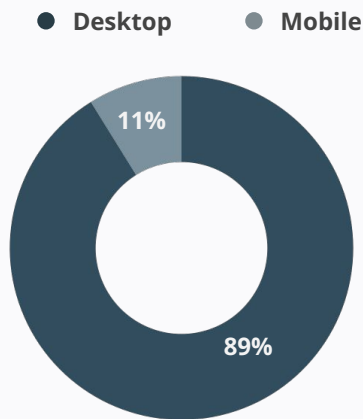Backup and Recovery for all VMs – VMware vSphere, Hyper-V and Nutanix AHV! Backup...
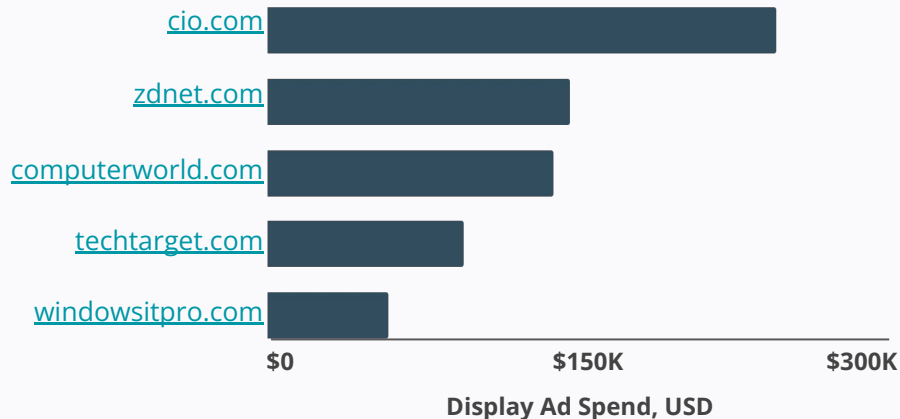
based on Veeam targeting

Cohesity invested **$906K** to run Display Ads, which is **78%** of the total competitive set spend between July 2021 and June 2022.

⬤ Cohesity ($906K)　　　⬤ Commvault ($78K)　　　⬤ Veeam ($201K)　　　⬤ Veritas ($>1K)

Jul. '21 – Jun. '22	76%	7%	17%

$0　　　　　　　　　　$0.6M　　　　　　　　　　$1.2M

Display Ad Devices (Jul. '21 - Jun. '22)

⬤ Desktop　　　⬤ Mobile

11%

89%

Top Five Display Publishers (Jul. '21 - Jun. '22)

cio.com

zdnet.com

computerworld.com

techtarget.com

windowsitpro.com

$0　　　　　　$150K　　　　　$300K

Display Ad Spend, USD

RightMetric

Spend: **$86K** | Impressions: **3M**
CPM: **$34**

Spend: **$68K** Impressions: **6M**
CPM: **$12.1**
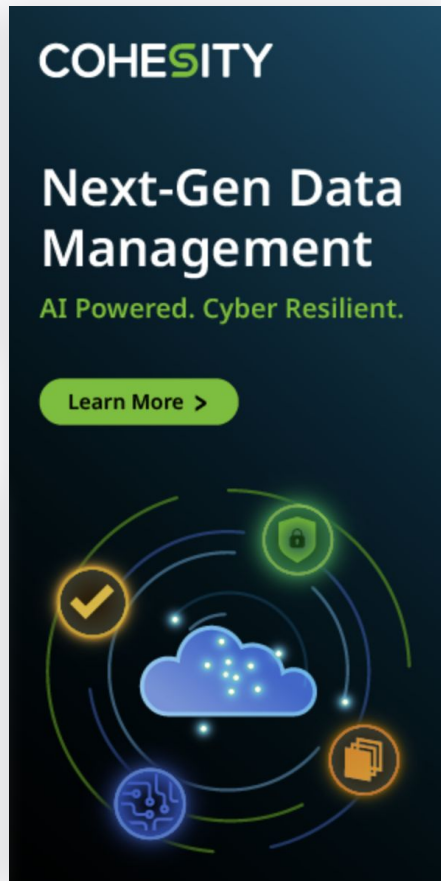
Spend: **$70K** |Impressions: **2M**
CPM: **$33.8**

The brands primarily ran display ads on **desktop devices** (89%), investing 18% of the total display ad budget on zdnet.com and 14% on cio.com, both IT and tech security media publications.
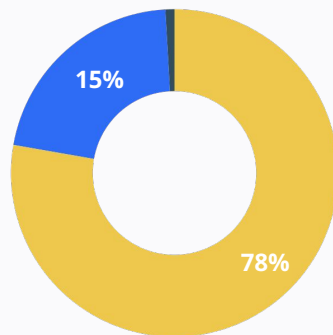
Cohesity ran simple display banners that all advertised AI Powered and Cyber Resilient next-gen data management.

Veeam invested **$42K** in Twitter ads between July 2021 and June 2022, which is 59% of the total competitive set spend. The brands in the competitive set mainly ran **photo ads (78%)**.
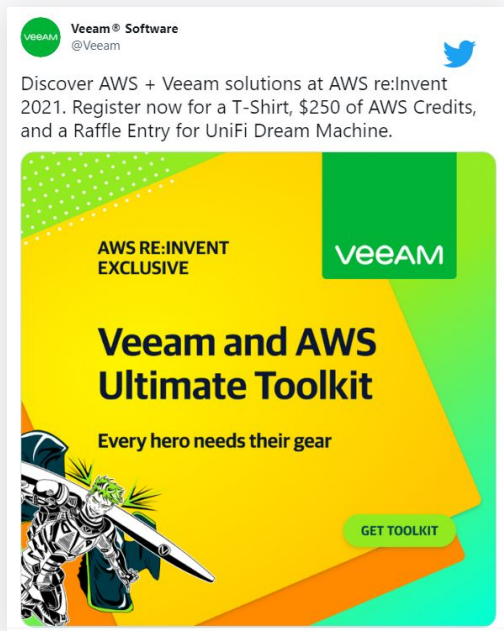
● Cohesity ($28K)   ● Commvault ($2K)   ● Veeam ($42K)

Jul. '21 –
Jun. '22 | 39% | 59%

$0 $50K $100K
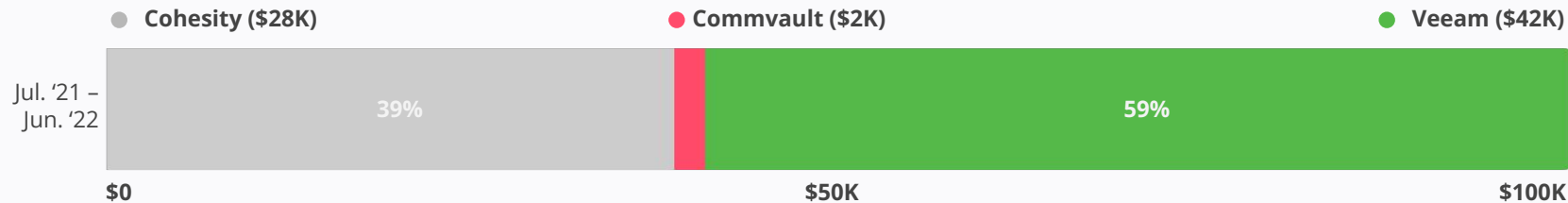
Twitter Ad Types (Jul. '21 - Jun. '22)

● Photo   ● Link   ● Video

15%

78%

RightMetric

Both of **Veeam's** top Twitter ads promoted a chance to a free t-shirt along with other prizes such as $250 of AWS Credits and UnFi Dream Machine.
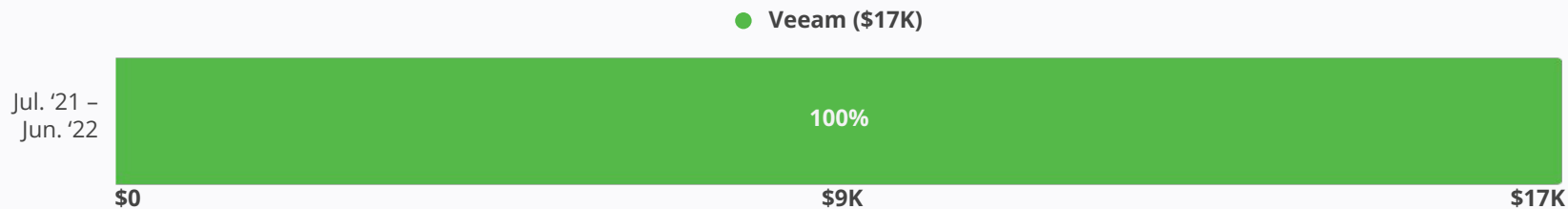

Veeam® Software
@Veeam

Discover AWS + Veeam solutions at AWS re:Invent 2021. Register now for a T-Shirt, $250 of AWS Credits, and a Raffle Entry for UniFi Dream Machine.

AWS RE:INVENT EXCLUSIVE

veeAM

Veeam and AWS Ultimate Toolkit

Every hero needs their gear

GET TOOLKIT

Spend: **$13K** Impressions: **2M**
CPM: **$7.2**
Click to View

Veeam® Software
@Veeam

Register now to get a FREE Veeam t-shirt! Plus the chance to win LEGO Technic Lamborghini or other great prizes!

Google Cloud

veeAM

GOOGLE CLOUD NEXT 2021

FREE T-SHIRT

Enter to win great prizes

GET NOW

*t-shirts available while supplies last
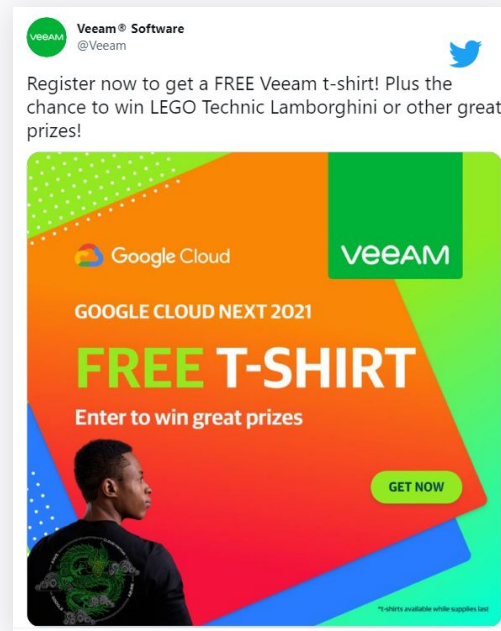
Spend: **$8K** Impressions: **1M**
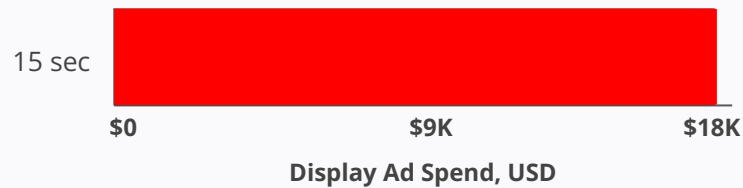CPM: **$6.8**
Click to View

RightMetric

Veeam is the only company in the competitive set than advertised on YouTube. Veeam invested **$17K** between July 2021 and June 2022 in one 15-second desktop YouTube ad.

● Veeam ($17K)

Jul. '21 –
Jun. '22 — **100%**

$0 | $9K | $17K

YouTube Ad Devices (Jul. '21 - Jun. '22)

● **Desktop**

100%
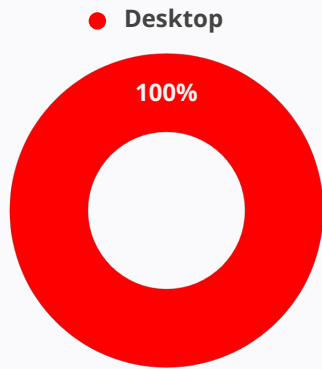
YouTube Ad Duration (Jul. '21 - Jun. '22)

15 sec

$0 | $9K | $18K

Display Ad Spend, USD

RightMetric

Veeam saw an average **YouTube CPM of $18.00** and distributed all ads on desktop devices. The simple 15-second graphic ad outlines the benefits of Veeam's new backup for Microsoft 365 Data.

Spend: **$17K** | Impressions: **1M** | CPM: **$18.1**
Click to watch

RightMetric

veeam

Veeam drove ad traffic to over 1K different landing pages. 57% of the traffic came from paid search ads.

Landing Page Support Budget Distribution
(Jul. '21 - Jun. '22)

● **Digital Ads**   ● **Paid Search**

Facebook, Instagram, Display

43%

57%
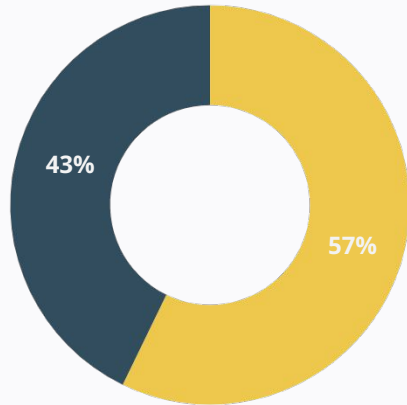
Top Landing Pages by Budget Allocation	Budget
Ransomware Prevention Kit	$327K
Microsoft Office 365 Backup for Dummies	$313K
Backup Replication Virtual Physical Cloud	$255K
Office 365 backup for dummies	$224K
Modern applications protect from ransomware	$112K
Vm backup recovery replication software	$110K
Ransomware protection	$93K
Cdp Ransomware Recovery Demo	$89K
Top 10 Best Practices Vsphere Backups	$71K
Aws Backup For Dummies	$59K

RightMetric

The top landing page backed by $327K investment asked users to download a ransomware prevention kit, while the second top page promoted the Microsoft 365 backup for dummies e-book.

Spend: **$327K**
Click to View

Spend: **$313K**
Click to View

Spend: **$255K**
Click to View

Landing Page Data Collection

In all their landing form pages, Veeam asks for the following information:

- **First name**
- **Last name**
- **Business email address**
- **Phone number**
- **Company**
- **Country**

Veeam also includes an opt-in box at the bottom for the submitter to sign up for future marketing communications.

Click to view

Click to view

COMMVAULT ®

60% of Commvault's traffic to landing pages came from digital ads, and 40% from paid search.

Landing Page Support Budget Distribution
(Jul. '21 - Jun. '22)

● **Digital Ads**   ● **Paid Search**

Facebook, Instagram, Display

60%   40%
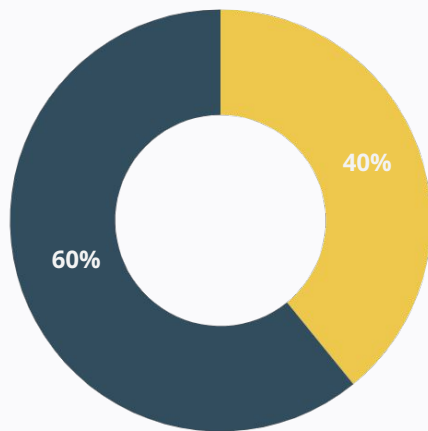
Top Landing Pages by Budget Allocation	Budget
It leaders	$79K
Protecting Your Microsoft Office365 Data	$30K
Ransomware Solutions Kit	$27K
Continuing Digital Transformation of Education Ebook	$17K
Office365 Trial	$15K
closeup.crn.com/commvault/	$10K
Backup and Recovery Software	$9K
Three Must Haves for Ransomware Data Protection Essentials...	$5K
Azure Cloud Data Protection	$4K
Ransomware Risk Assessment	$4K
backup.metallic.io/demo-request	$3K

RightMetric

The top Commvault's landing page led to the 2021 [Gartner Magic Quadrant and Critical Capabilities for Enterprise Backup and Recovery Software article](#), while the the other landing page called users to download the [Ransomware Solutions Kit.](#)

Spend: $79K
[Click to View](#)

Spend: $30K
[Click to View](#)

Spend: $27K
[Click to View](#)

RightMetric

COMMVAULT

Landing Page Data Collection

Commvault varies the information they are collecting on their landing page forms between their Commvault & Metallic offerings.

For their Commvault offerings, they collect the following information:

- **First name**
- **Last name**
- **Work email address**
- **Work Phone number**
- **Company**
- **Country**

For their Metallic offerings, they collect the following information:
- **First name**
- **Last name**
- **Work email address**
- **Work phone number**
- **Company name**
- **Job Title**
- **Country**
- **Number of Employees**

[Click to view](#)

[Click to view](#)

COHESITY

83% of **Cohesity's** traffic to landing pages came from digital ads, and 17% from paid search.

Landing Page Support Budget Distribution
(Jul. '21 - Jun. '22)

● **Digital Ads**   ● **Paid Search**

Facebook, Instagram, Display

17%

83%

Spend is a directional approximation and does not include retargeting, or behavioural targeting, US, Desktop
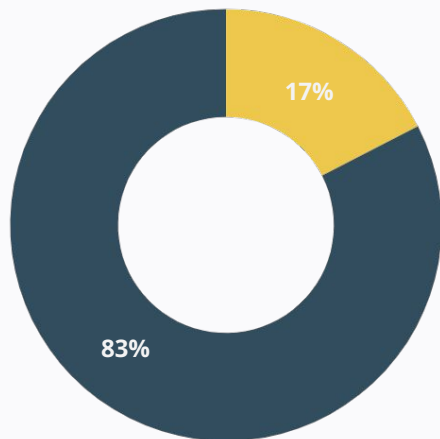
Top Landing Pages by Budget Allocation	Budget
Next Gen Data Management	$438K
Cohesity Named a Leader in Gartner Magic Quadrant...	$117K
Modern-data-isolation	$30K
State-of-data-management-dmaas	$25K
Forrester Opportunity Snapshot Ransomware Recoverability	$24K
Gartner Ransomware Report How Modern Backup Applications...	$20K
Modern Data Isolation	$20K
Defend Your Data Refuse the Ransom	$20K
Next Gen Data Management	$17K
Gartner Ransomware Report Backup and Recovery	$16K
cohesity.com/connect	$16K

COHESITY

Cohesity invested $438K to drive traffic to the [Next-gen Data Management page](#), which highlights product benefits, customer testimonials and a link to download their [free e-book](#).

Spend: $438K
[Click to View](#)

COHESITY

Next-Gen Data Management

AI Powered. Cyber Resilient.

Modern Challenges Need Modern Solutions

Your data is a uniquely valuable resource and can be a significant competitive advantage. But the more data you have, the more complex it is to manage. And with rapidly increasing ransomware and other cyber threats, your data -

Spend: $117K
[Click to View](#)

COHESITY

Cohesity Named a LEADER Again!

2021 Gartner® Magic Quadrant™ for Enterprise Backup and Recovery Software Solutions

Radically Simple Backup and Data Management

We use cookies to provide you with the best experience on our website, to improve usability and performance and thereby improve what we offer to you. Our website may also use third-party cookies to display advertising that is more relevant to you. If you want to know more about how we use cookies, please see our Privacy Policy.

Cookies Settings

Accept Cookies

Spend: $30K
[Click to View](#)

COHESITY

Déployez gratuitement un niveau de protection supplémentaire contre les ransomware !

Isolez vos données pour renforcer votre stratégie en matière de sécurité.

Obtenez gratuitement la protection dont vous avez besoin maintenant !

Vous envisagez de moderniser votre stratégie d'isolation des données pour les protéger de la cyber-extorsion ? Allez encore plus loin avec un vault de données isolé de Cohesity et obtenez-le sans frais supplémentaires !

• Abonnement logiciel d'un an gratuit

COHESITY

Landing Page Data Collection

In all their landing form pages, Cohesity asks for the following information:

- **First name**
- **Last name**
- **Company**
- **Business email address**
- **Phone number**
- **Job title**
- **Country**

Phone 1 (Get the Guide)

Next-Gen
Data Management
dummies

...silos.

GET THE GUIDE

First Name	Last Name
Company	Business Email Address
Phone Number	Job Title
Country ▼	

By submitting this form, I confirm that I have read and agree to
the Privacy Statement.

SUBMIT

s Data Challenges
d Modern Solutions

...nt, a modern approach to cyber resilience for
...nvironments, is based on four principles:

[Click to view](#)

Phone 2 (Gartner Magic Quadrant)

GET THE 2021 GARTNER® MAGIC QUADRANT™ FOR ENTERPRISE BACKUP
AND RECOVERY SOFTWARE SOLUTIONS

First Name	Last Name
Company	Business Email Address
Phone Number	Job Title
Country ▼	

By submitting this form, I confirm that I have read and agree to
the Privacy Statement.

SUBMIT

mers Get Tangible Results

USDA   SKY LAKES
              MEDICAL CENTER

0 hours   **$0**

[Click to view](#)

VERITAS™

99% of **Verita's** traffic came from paid search ads.

Landing Page Support Budget Distribution (Jul. '21 - Jun. '22)

● **Digital Ads**   ● **Paid Search**

Facebook, Instagram, Display

99%
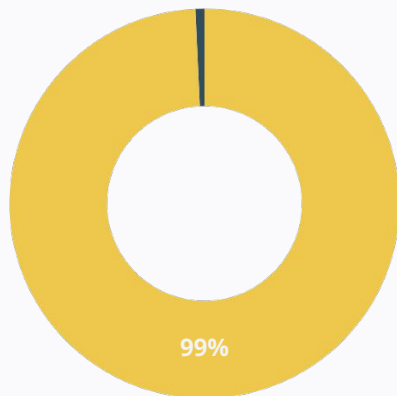
Top Landing Pages by Budget Allocation	Budget
veritas.com	$76K
veritas.com/solution/ransomware	$55K
veritas.com/form/trialware/backup-exec	$7K
Gartner-mq-enterprise-info-archiving	$5K
veritas.com/protection/netbackup	$4K
Whitepaper/ten-things-you-didnt-know-about-vmware-data-protection	$2K
veritas.com/about/contact	$2K

* there rest of the pages didn't receive more than $1K budget

RightMetric

VERITAS

Veritas directed 49% of its traffic to its homepage, and 35% to a landing page explaining it's 3-pillar strategy to ensuring resilience. Another landing page backed by a $7K budget offer to sign up to receive a free trial of Veritas Backup Exec 22 product.

VERITAS

Spend: **$76K**
Click to View

The Power of Unified Data Management

Seamlessly manage and protect all your enterprise data and applications, at any scale, from edge to core to multi-cloud.

Why Veritas

VERITAS
Conquer Every Cloud
1-Hour Virtual Event

WATCH IT NOW

Join us for product announcements, partner spotlights, and much more.

Watch now >

VERITAS

Spend: **$55K**
Click to View

RANSOMWARE PROTECTION

Ensure resilience with a proactive, multi-layered approach.

View our 3-pillar strategy

Protect your data, detect threats, and recover at scale.

Download the white paper >

It's time to turn the tables on ransomware and strengthen the resiliency of your organization. Veritas provides a unified, multi-layered, platform approach that seamlessly integrates proactive protection, relentless detection, industry-leading backup and recovery. No other

VERITAS

Spend: **$7K**
Click to View

TRIALWARE

Backup Exec™ 22

Complete the form to receive your free trial of Veritas Backup Exec.

Email Address*

Company*

Country
-- Please Select --

What is your reason for trying this software?
-- Please Select --

By submitting this form, you agree to the terms and conditions for the free edition of Backup Exec.

Download Now

VERITAS™

Landing Page Data Collection

Veritas varies the information that they request in their landing page forms, which includes:

- **Email address**
- **Company**
- **Country**
- **Question: What is your reason for trying this software?**

Click to view

Click to view

Commvault collects the most information in their landing page forms, while **Veritas** collects the least. Only **Veeam** has marketing communication opt-ins on their forms.

	COMMVAULT	VEEAM	VERITAS	COHESITY
First Name	✅	✅	✅	✅
Last Name	✅	✅	❌	✅
Email Address	✅	✅	❌	✅
Phone Number	✅	✅	❌	✅
Company	✅	✅	✅	✅
Country/Province	✅	✅	✅	✅
Job Title	✅	❌	❌	✅
Number of Employees	✅	❌	❌	❌
Question	❌	❌	✅	❌
Communications Opt-In	❌	✅	❌	❌
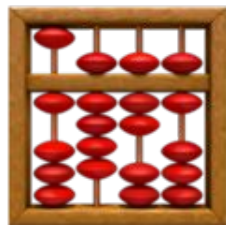
Methodology & Data

Things to know when reading this report

RightMetric

Data Collection Methodology

5 Categories of Digital Metrics

Are used to track the performance & tactics of principle brands in the industry vertical, as well as the attention of that industry's online audience per relevant time frames (MoM, QoQ, YoY).

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

Digital Advertising

Major Paid Social Platforms
(Facebook, Instagram, Twitter, YouTube, Reddit)

Ad spend by channel, Impressions, Active creatives, Spend by creative, CPM, Top performing CTAs, Top performing creatives, Top performing creative themes, Targeting (Gender, age, geo — Facebook only), Landing pages, Split tests, UTM parameters.

Paid Search
Traffic from paid search, Ad Spend, Top performing CTAs, Top performing copy, Keywords & phrases targeted, Landing pages, Split tests, UTM parameters.

Display & Native
Traffic from display, Impressions, Ad Spend, CPM, Top performing CTAs, Top performing copy, website placements, Landing pages, Split tests, UTM parameters,

All Channels + Emerging Social Platforms
(Pinterest, TikTok)

Retargeting tactics, Funnel tactics, Active creatives, Active CTAs & Messaging, Active creative themes.

Social, Content, & Messaging

Platforms Covered: Facebook, Instagram, YouTube, Twitter, Twitch, Reddit, Pinterest, Snapchat, TikTok.

Brand-Specific Metrics
Traffic driven via social platforms, Post cadence, Following size, # of contests run, Engagement rate, Video viewership.

Audience-Specific Metrics
Video views, Engagement rate, & relative search volume by topic, theme, and format; Same-day social sessions on brand site + social platform (to determine audience attention), App user overlap.

Email

List size, Inbox %, Spam %, Open Rate, Top performing subject lines, Top performing email content (creative & copy), Segmentation %, Subscriber journey mapping.

Site, Search, & eCommerce

General Site Data Points
Traffic volume, Traffic by source channel, Traffic % by device, Avg. session duration, bounce rate, top & growing pages / subdomains by traffic, visitor geo, visitor demographics, referral sources, website technologies implemented, UX & lead capture.

Search
Keyword rankings, paid vs. organic keywords, branded vs. non-branded keywords, backlink profile, domain authority.

eCommerce
URL taxonomy, PDP features, Checkout features, Cart features, upsells & cross-sells, visual merchandising, reviews, lead capture.

Apps

Google Play Store & iOS
Downloads, Active Users,, Rating, Category Rank,
Google Play only
Avg. Session Duration, Retention, Demographics, Audience Interests, App audience overlap

Principle Data Partners

eDATA source · tubular · BuzzSumo · semrush · SimilarWeb · Pathmatics · SPARKPOST · unmetric

RightMetric

💡 Things To Know About Marketing Intelligence Data

Metrics from marketing intelligence tools will never exactly match 'internal' tools

We typically expect metrics from marketing intelligence tools to vary by 5-25% compared to internal measurement tools like Google Analytics, Advertising Accounts, and so on. It all varies from tool to tool because each tool collects data differently. Sometimes metrics match bang on, other times there's a significant spread. The most common reason for variations is how different tools handle bot traffic. For this reason, we don't base our analyses too heavily on *absolute* figures, but rather focus on *relative* figures and trends over time.

Relationships between brands tend to be very reliable

We can see how 'big' or 'small' brands' metrics are in comparison to each other really accurately. For example, that Red Bull's website traffic is 4x higher than Monster Energy. Or that Loblaw's ad spend in Canada is 10x more than Safeway's. We've verified this with multiple past clients whose 'internal' data we had access to. Knowing accurately the relationship between brands is more strategically important than matching exact figures.

Trendlines over time tend to be very reliable

We can see how metrics are changing *over time* quite accurately. For example, that Canadian Tire's web traffic increased by 20% in Q2 and 40% in Q3. We've verified this with multiple past clients whose 'internal' data we had access to. Knowing accurately how things trend over time is more strategically important than matching exact figures.

WHAT brands are doing is the easiest thing to observe

This is the most important point. Once we measure *how much* a brand's metrics are changing over time, we hone in on the biggest shifts and can see *the actions* that brand is taking to move those metrics. We can see the exact ads that brands run on all major platforms, how all their social posts are performing, where their traffic is coming from, what technologies and conversion strategies they're using on their sites, what emails they are sending, to what segment of their list, and how often, etc. This is the best source to identify the causation of changes to the metrics.

Principle Data Partners

eDATA source   tubular   BuzzSumo   semrush

SimilarWeb   Pathmatics   SPARKPOST   unmetric

RightMetric

RightMetric