

# The ROI of Digital Intelligence: A Step-by-Step Guide for Digital Agencies



# Introduction

This complimentary report conducted by Similarweb's Research Intelligence experts discusses the dire need for researchers and data analysts to use advanced data analytics tools to gain insight into their clients' target audience, identify new opportunities and potential risks, and win market share in today's highly competitive digital landscape.

The report includes three parts:

- [Part 1](#) - The state of market intelligence
- [Part 2](#) - How Similarweb helps researchers generate ROI, including actionable insights
- [Part 3](#) - Helpful resources and templates to get you started

# The challenges of market research

From working with researchers and strategists we've identified the main challenges that market researchers face in their role.



Knowing who is a **new and emerging player** to watch out for



How to **mitigate risks by using data-driven** approaches to inform strategic planning

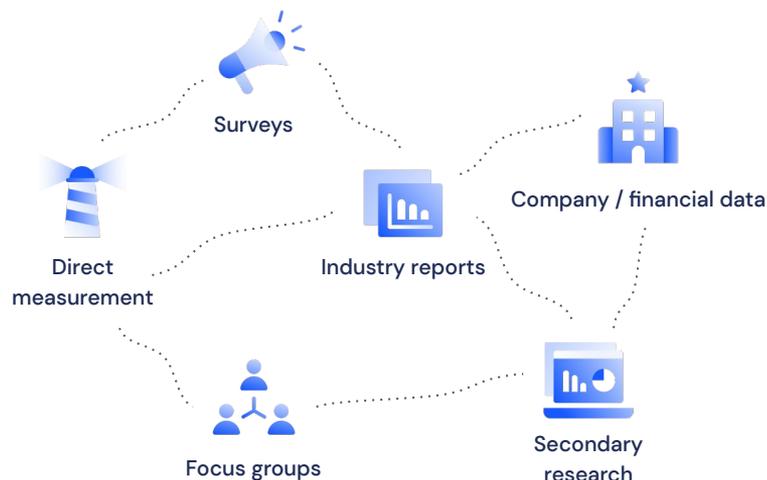


Understanding how to use data to **validate your assumptions** and spot growth opportunities

# Market research vs. digital intelligence – What's the difference?

## Tools to gather market insights for your clients

(qualitative and quantitative data)



- Market researchers often pull insights from various sources – both qualitative and quantitative to synthesize their findings.
- These can be from direct sources – such as direct measurement tools like Google Analytics and customer surveys.
- They can also be from sources outside your client's business like industry reports that you may access to help back up your claims.

# Part 1: The state of market intelligence

# Market research vs. digital intelligence – What's the difference?

- Similarweb provides fresh insights on market trends, competitor insights, behavioral data and more.
- Use this data to gain immediate insights into your client's market and to understand the competitive landscape and audience behavior.



## Insights you can only get with us

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- ✓ Fresh insights on market trends
- ✓ Competitive intelligence on digital strategy
- ✓ Audience data on real user behaviors
- ✓ Global view of fast-changing dynamics

## Part 2: How Similarweb helps researchers generate ROI

# Typical market research scenario: Zoom use case



To: David Mitchell, Senior Market Intelligence

Subject line: **URGENT - Need to know info**

*Hi David,*

*Can you send the market analysis findings and your recommendations by EOW?*

*Need to know why we are losing market share to Zoom plus competitive landscape report for board meeting next week.*

*Thanks,*

**Chief Strategy Officer**

1

What is our digital market share?

2

Who are the top emerging threats?

3

What are the next big consumer trends?

# How market research can help:

Monitor the pulse of industry trends and benchmark your client's digital performance



Zoom grows digital market share by 30% YoY!



# 4 ways to use Similarweb to drive business impact

# 2020 was the year of Zoom

Key takeaways David can share with his boss:



Zoom's digital market share grew to **91.7%** in 2020 (up from 59.6% the year before).



The industry itself grew **1800%** YoY.



There were **27B** visitors to video call websites, such as Zoom, in the last three months alone.

# How digital researchers use Similarweb to deliver business results for their clients

69%

measure their digital market share

57%

report on a monthly basis to track trends and insights in their industry

40%

monitor competitive activity to identify threats and opportunities

37%

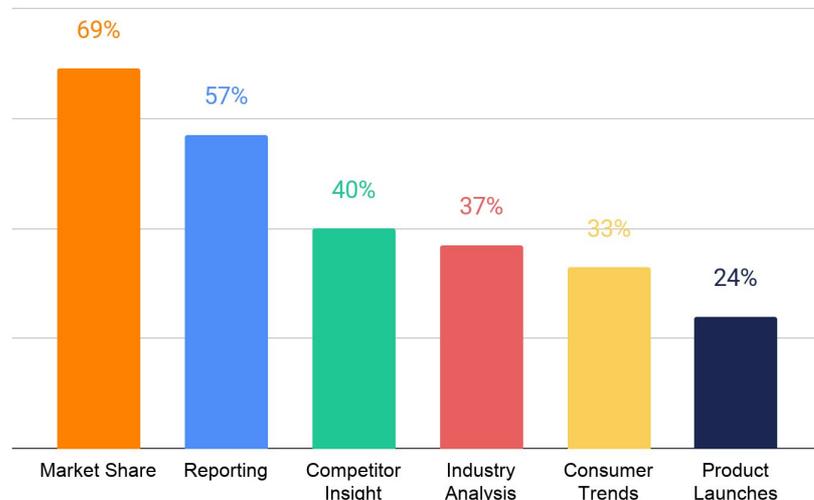
evaluate market trends to react to fast-changing industry dynamics

33%

analyze consumer trends to understand audience behavior

24%

research new product launch opportunities for market expansion



# Understanding the value of Similarweb

## 1 What is our digital market share?

Understand what's working for your client's competitors, what's trending in your client's industry, and where the true opportunities lie.

## 2 Who are the top emerging threats?

Make smarter, faster decisions, avoid expensive mistakes and poorly executed digital strategies.

## 3 What are the next big consumer trends?

Quickly harness digital data to analyze your client's industry, competitive landscape, and audience in real-time.

## 4 What are the next big consumer trends?

Increase your client's market share and help them become leaders in their industry.

 SimilarWeb

# 2021 ROI of Digital Intelligence

Still not sure why to invest in a digital intelligence platform?  
Take a look at the highlights below from our latest survey of over 300 digital research and insights professionals.

KEY FINDINGS

Similarweb Digital Research Intelligence provides digital researchers with a complete view of the fast-changing digital landscape, so they can set the online strategy and grow their clients' business.



**100M** websites, **4.7M** apps



Comparable company & market data



**190+** country markets



**Live data** updated daily



Intuitive, **cutting-edge** interface or API



Actionable tools and **custom reports**

# How to use Similarweb to answer key strategic business questions



**Aimee**

Lucas works in the digital center of excellence for a pharmaceuticals company and is responsible for disseminating uniform data and reporting to many stakeholders.

**-How did the beauty/cosmetics industry grow in the past 12 months?**

**-Who are the top and emerging players in the industry?**

**-Which are trending products or ingredients consumers are searching for?**



**Hayden**

Hayden is responsible for informing his team on competitive analysis against key competitors in the U.S. airlines space. He is asked to build a deck for leadership that answers:

**-How is their airline competing, especially from a COVID recovery perspective?**

**-How does their acquisition strategy compare to those of competitors?**

**-What is conversion performance?**

**-How about cancellations vs conversion?**



**Leila**

Leila works at a major global publisher in their audience development team. Her boss has tasked her with answering the following questions:

**-What does our audience's cross-browsing behavior look like?**

**-What is my audience interested in?**

**-How do I identify new audiences to acquire?**



**Lucas**

Lucas works in the digital center of excellence for a pharmaceuticals company and is responsible for disseminating uniform data and reporting to many stakeholders.

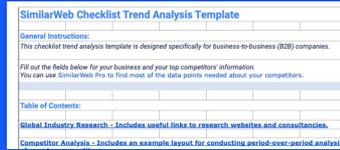
**-How can I perform ongoing monitoring and reporting?**

**-How can I integrate SW data so more end users can access the data?**

**-How can I quickly manipulate SW data to incorporate in ad-hoc reports, models, requests?**

## Part 3: Helpful resources

# DIY market research templates to download and get started:



SimilarWeb Checklist Trend Analysis Template

**General Instructions:**  
This checklist trend analysis template is designed specifically for business-to-business (B2B) companies.

**Fill out the fields below for your business and your top competitors' information. You can use SimilarWeb Pro to find most of the data points needed about your competitors.**

**Table of Contents:**  
Global Industry Research - Includes useful links to research websites and consultancies.  
Competitor Analysis - Includes an example layout for conducting period-over-period analysis

**Trend Analysis Template**



BUYER PERSONA  
Example Ellen

**Goals**  
Improve her team's efficiency and get better results through regular sales and successes in quarterly company reviews.

**Challenges**  
Quickly checking the status of all ongoing projects at her marketing.

**How Do We Help?**  
Make it easy to manage all items consistently in one place. Daily tasks. A stack of language information to be used in one spot in an organized manner.

**Buyer Persona Template**



OPPORTUNITIES

**Key untapped markets we should try to enter?**

**What areas have notably high demand?**

**Which customer trends can we take advantage of?**

**SWOT Analysis Template**



Market Sizing: TAM, SAM & SOM

Calculates the total potential market.

Share of market that's relevant for our offering.

Share of market that...

**Market Sizing: TAM, SAM & SOM**



SimilarWeb  
Competitive Analysis Framework

**General Instructions:**  
This competitive analysis framework is designed specifically for business-to-business (B2B) companies.

**Fill out the fields below for your business and your top competitors' information. You can use SimilarWeb Pro to find most of the data points needed about your competitors.**

Company	My Company	Competitor 1	Competitor 2	Competitor 3
Company				
Website				
Product				
Key message				
Stock price				
Annual revenue				
Employees				
Headquarters				
Year				

**Competitive Analysis Framework**

## Further reading on this topic:

Research | March 05, 2021  
**Market Research: How To Get It Right With SimilarWeb**  
Molly Wink  
Content Marketing Manager, SimilarWeb

[Market Research: How to Get It Right with SimilarWeb](#)

Research | February 25, 2021  
**The ROI of Digital Intelligence: Time, Money, and Opportunity**  
Chloe Nicholls  
Content Marketing Manager, SimilarWeb

[The ROI of Digital Intelligence: Time, Money, and Opportunity](#)

Research | January 24, 2021  
**Ultimate Guide for Market Research [+ 5 Free Templates]**  
Daniel Schneider  
Content Marketing Manager, SimilarWeb

[Ultimate Guide for Market Research](#)



[The Complete Guide to Competitor Benchmarking](#)



[The Complete Guide for Building and Tracking Audience Growth](#)

# Summary of what we covered:

- **Market research vs. digital intelligence**
- The **key challenges** of market research
- How to **use data** to leverage business impact and **generate ROI**
- Four approaches to **using Similarweb** to answer **strategic business questions**

## Watch the webinar on-demand



[Start watching](#)

## About our speakers



**Chloe Nicholls**

Product Marketing Manager  
Digital Research Intelligence



**Fabiana D'Addario**

Senior Client Success Analyst



# Thank you.

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