

Competitive Assessment

A head-to-head **Competitive Assessment** is the best way to gain insight into the current usability, appeal and preference of your site in direct comparison to your leading competitor(s). This type of evaluation allows you to capture competitive preferences at the time of interaction while users complete identical tasks on competitive sites.

Benefits

- **Measure** site performance against key competitor sites
- **Benchmark** your site against industry leaders
- **Understand** major differentiators that drive purchases on your site versus the competition
- **Determine** which features to showcase to gain a competitive advantage
- **Identify** short-term and long-term recommendations for site improvements

Methodology

eVOC Insights performs Competitive Assessments using online technologies that seamlessly collect quantitative, qualitative and behavioral data as users complete a series of pre-determined tasks on multiple Websites. Users conduct these tasks from home or work on their own computers.

Competitive Assessments monitor a large sample of users as they perform similar tasks on your site and your competitor's site, by tracking their clickstream behavior while asking a series of questions based on their experience. This type of head-to-head comparison is the best way to determine how your site is performing relative to the competition across key content areas.

Questions

- How successful are users completing tasks on your site versus the competition?
- What do users like / dislike about your site compared to that of your competitor?
- Where does your site rank in terms of ease of use, satisfaction, and appeal?
- In which areas are you outperforming the competition?
- In which areas can you improve and learn from your competition?
- What are the key differentiators between your site and that of your competitor?
- Which site do users prefer overall? Why?
- On which site are users most likely to return / recommend / purchase?

Insights

A Competitive Assessment provides an in-depth look at how well your site is performing in direct comparison to your competition. It allows you to understand your current position in the marketplace and gives you the insight to improve your position based on key learnings from the leading competitors.

Competitive Assessments also provide a reliable benchmark for site performance as they enable head-to-head comparisons between sites. They can be performed as an overall site assessment, or to evaluate specific features and functionality across sites to identify which features are most valuable for future investment.

BRAND PREFERENCES

