

COMPETITIVE ANALYSIS

Great for share of voice, popularity
benchmarking and competitive insight.



Competitive analysis

TOTAL MENTIONS PER QUERY

Joe Biden - earned channels

943.3k

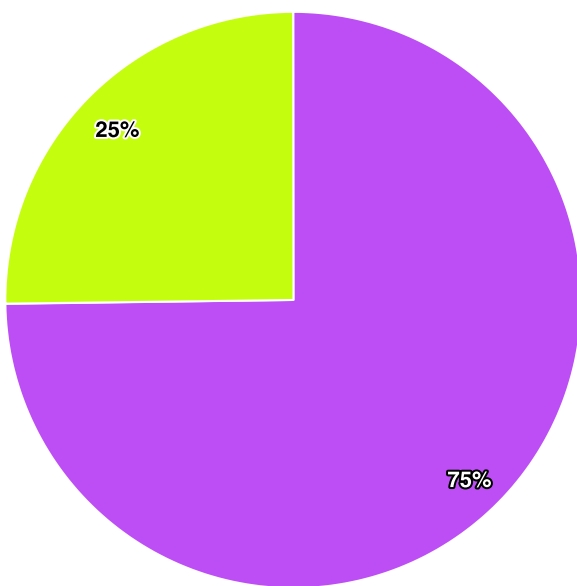
^ 46,438.53%

Donald Trump - earned channels

2.8m

^ 105,402.49%

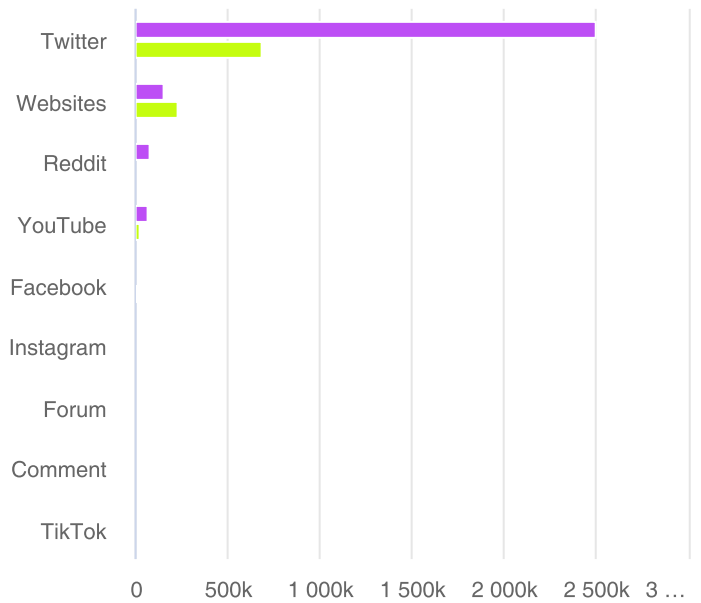
SHARE OF VOICE



● Donald Trump - earned channels
● Joe Biden - earned channels

<https://app.determ.com>

TOTAL MENTIONS PER CHANNEL



● Donald Trump - earned channels
● Joe Biden - earned channels

<https://app.determ.com>



Competitive analysis

TOTAL IMPRESSIONS

Joe Biden - earned channels

34.3b

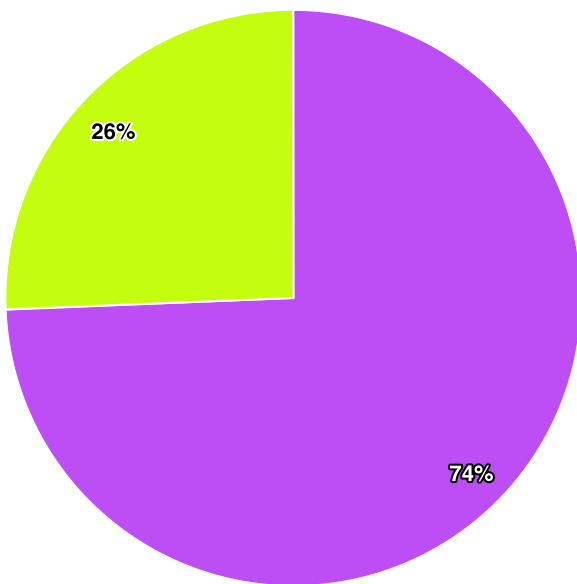
^ 173,836.95%

Donald Trump - earned channels

99.5b

^ 215,574.32%

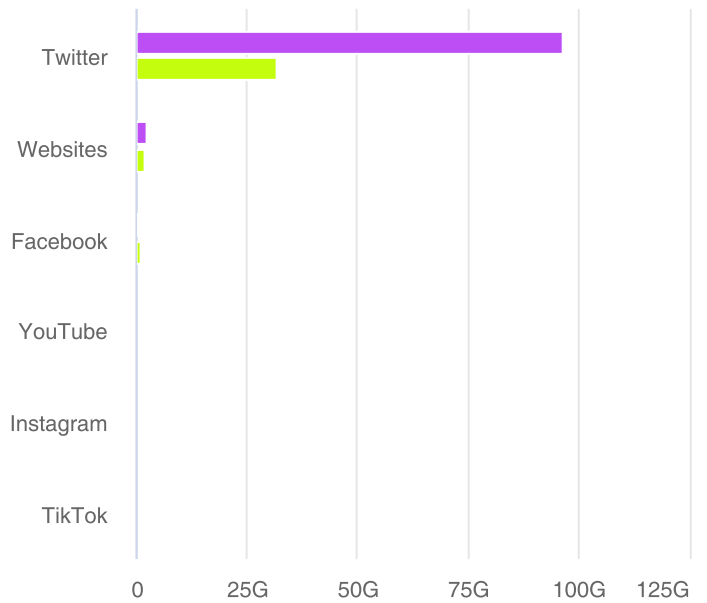
SHARE OF IMPRESSIONS



● Donald Trump - earned channels
● Joe Biden - earned channels

<https://app.determ.com>

TOTAL IMPRESSIONS PER SOURCE



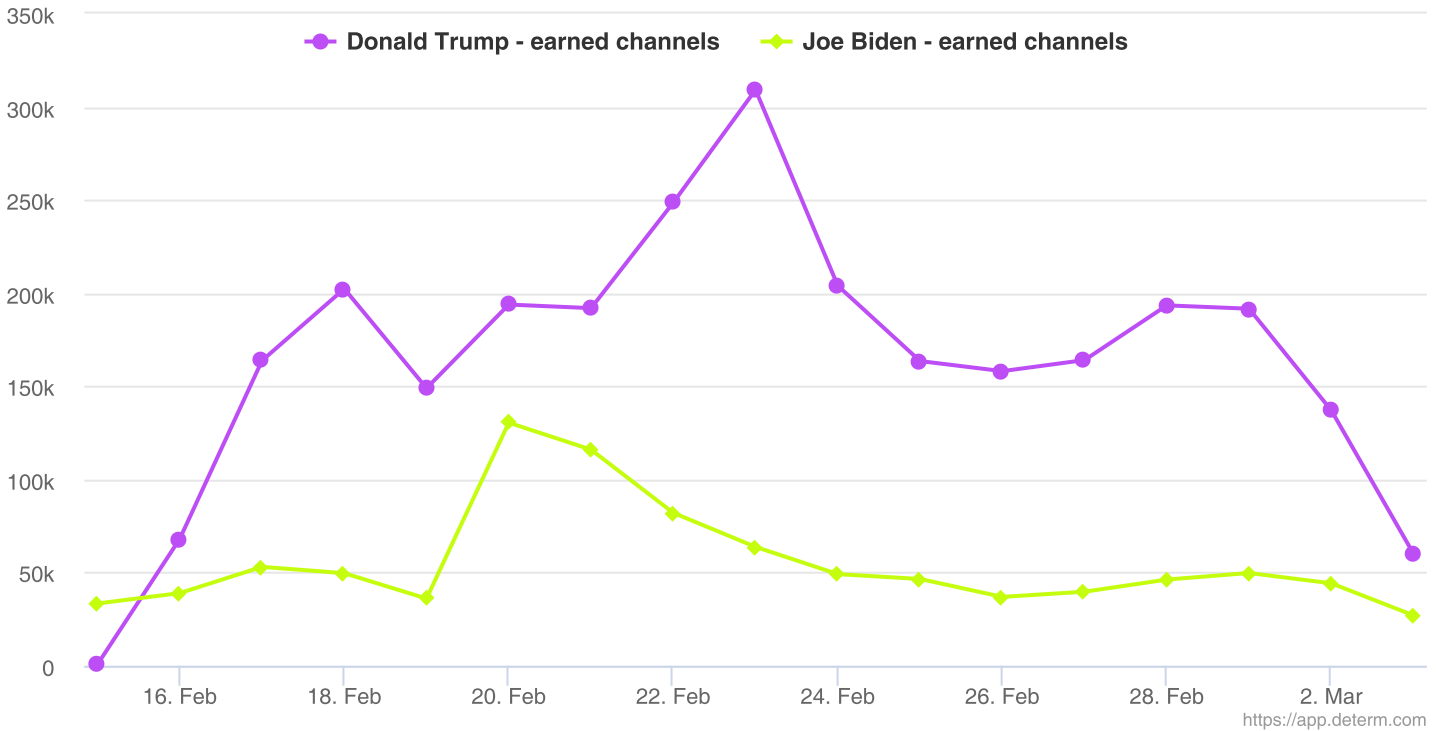
● Donald Trump - earned channels
● Joe Biden - earned channels

<https://app.determ.com>



Competitive analysis

MENTIONS OVER TIME FOR MULTIPLE QUERIES



TOP INFLUENCERS

Donald Trump - earned channels

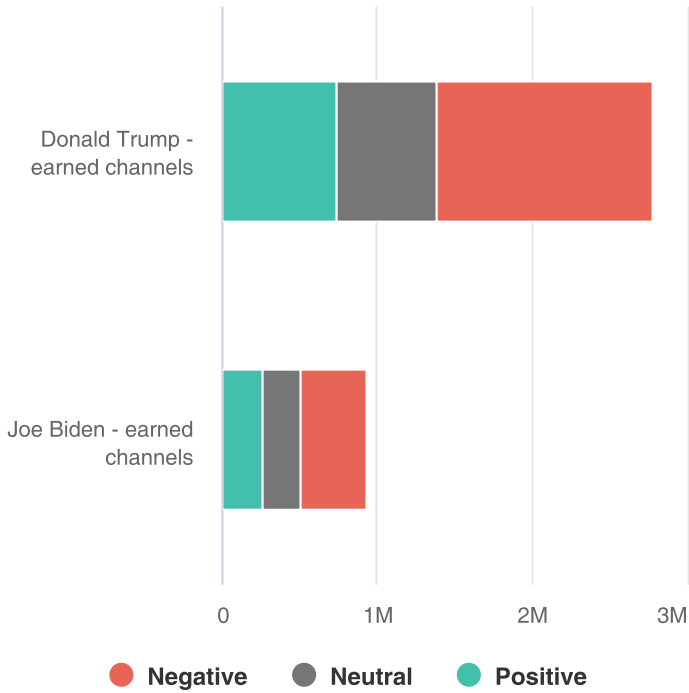
Joe Biden - earned channels

163.com	10	163.com	10
@ABC	10	@ABC	10
@ABPNews	10	@ABPNews	10
@AP	10	@AP	10
@BBCSport	10	@BBCBreaking	10
@BBCWorld	10	@BBCNews	10
@BernieSanders	10	@BBCWorld	10
@CGTNOfficial	10	@BJP4India	10
@CNN	10	@CGTNOfficial	10
@CNNEE	10	@CNN	10



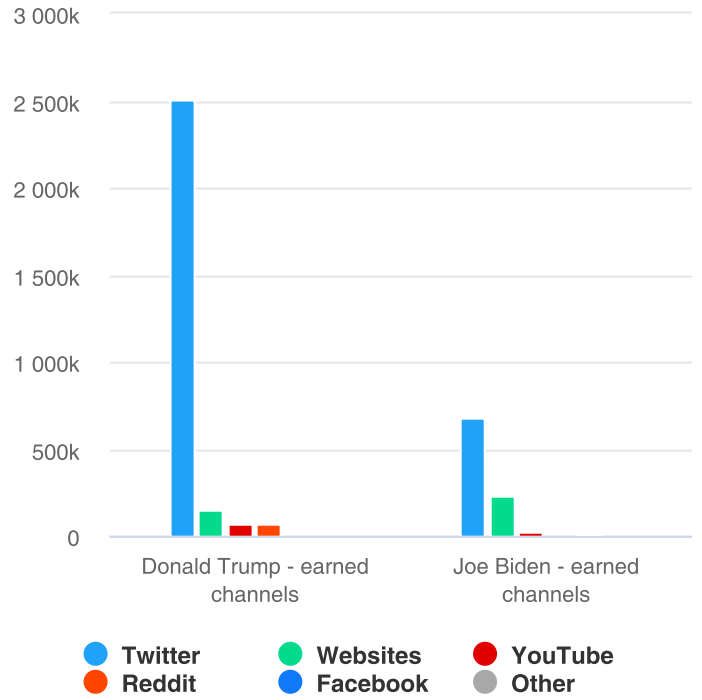
Competitive analysis

NUMBER OF MENTIONS PER SENTIMENT



<https://app.determ.com>

MENTIONS BY CHANNELS



<https://app.determ.com>