

COMPETITIVE ANALYSIS

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



Competitive analysis

TOTAL MENTIONS PER QUERY

Pull&Bear

961

▼ -40.72%

Bershka

2.2k

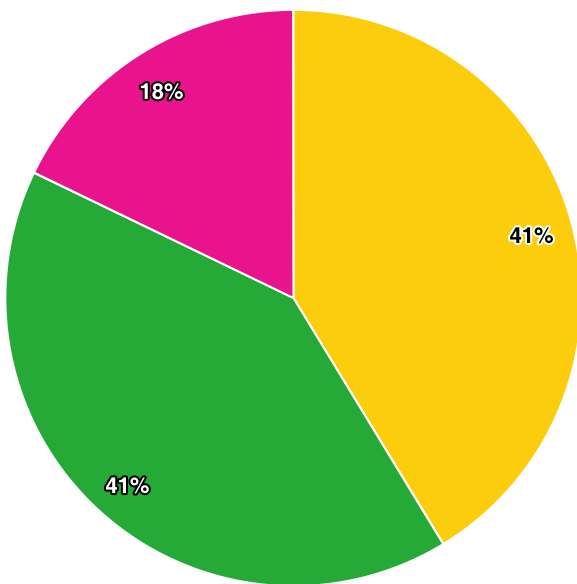
▼ -57.41%

Stradivarius

2.2k

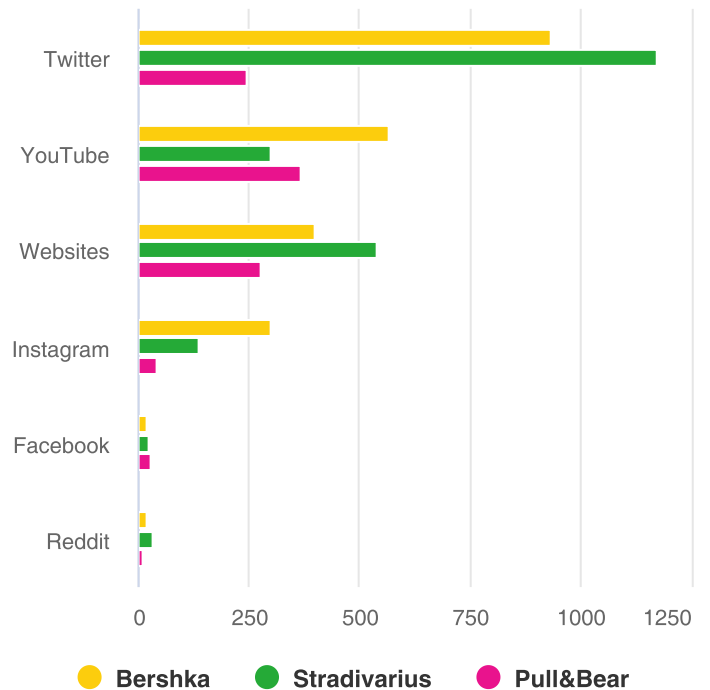
▼ -26.66%

SHARE OF VOICE



● Bershka ● Stradivarius ● Pull&Bear <https://app.determ.com>

TOTAL MENTIONS PER CHANNEL



● Bershka ● Stradivarius ● Pull&Bear <https://app.determ.com>



Competitive analysis

TOTAL IMPRESSIONS

Pull&Bear

791k

∨ -46.84%

Bershka

2m

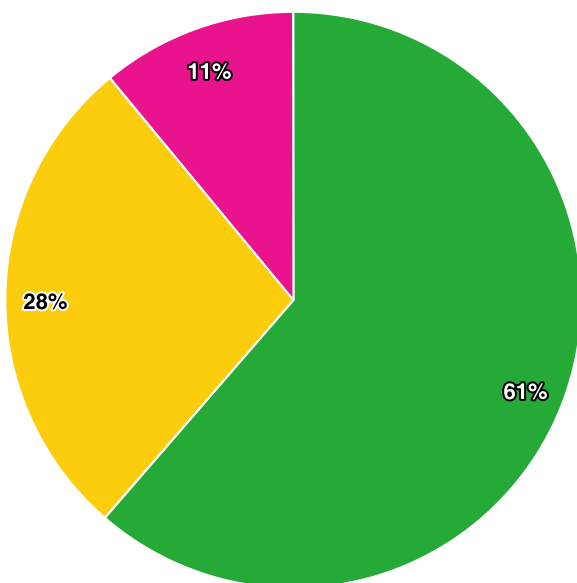
∨ -98.91%

Stradivarius

4.4m

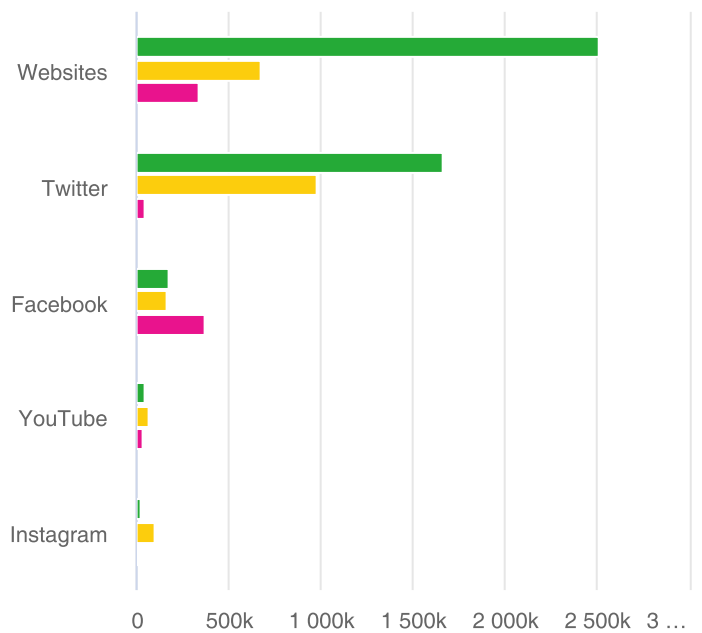
∧ 17.28%

SHARE OF IMPRESSIONS



● Stradivarius ● Bershka ● Pull&Bear <https://app.determ.com>

TOTAL IMPRESSIONS PER SOURCE

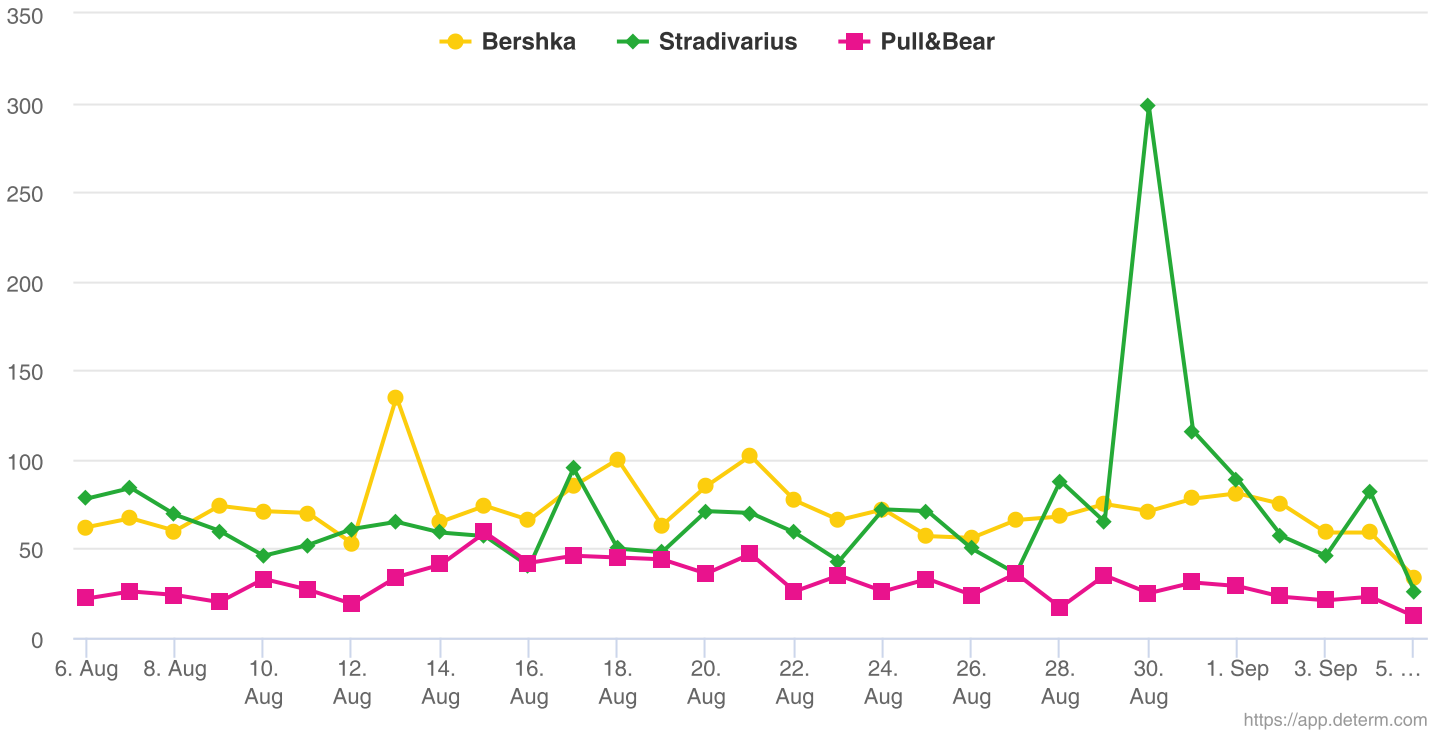


● Stradivarius ● Bershka ● Pull&Bear <https://app.determ.com>



Competitive analysis

MENTIONS OVER TIME FOR MULTIPLE QUERIES



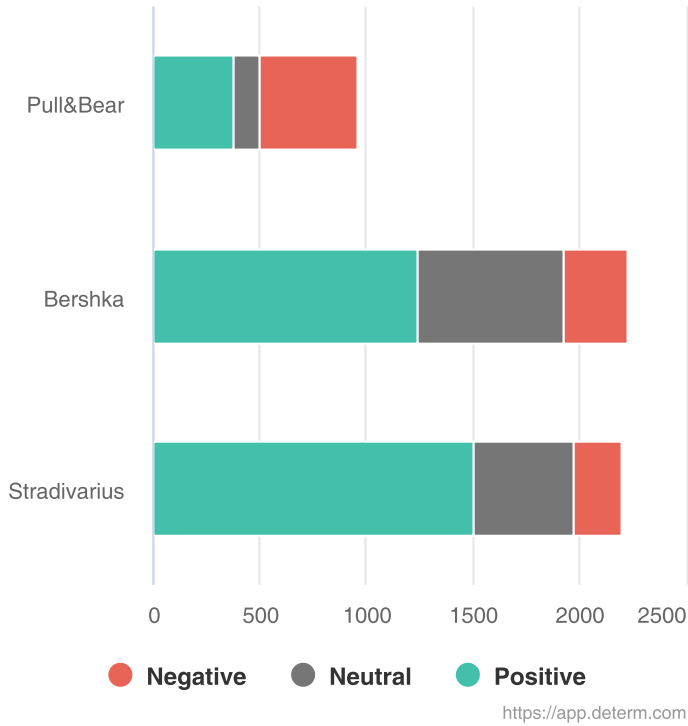
TOP INFLUENCERS

Pull&Bear		Bershka		Stradivarius	
asos.com	10	asos.com	10	asos.com	10
linkedin.com	10	dailymail.co.uk	10	businessinsider.com	10
mirror.co.uk	10	ebay.co.uk	10	dailymail.co.uk	10
Happy Frippy	9	linkedin.com	10	dropbox.com	10
Insider Style	9	mirror.co.uk	10	ebay.co.uk	10
SM Deals	9	Happy Frippy	9	linkedin.com	10
nasdaq.com	9	Insider Style	9	mirror.co.uk	10
the-sun.com	9	cosmopolitan.com	9	nytimes.com	10
thesun.co.uk	9	lyst.com	9	spotify.com	10
HolyMary TV	8	nasdaq.com	9	theguardian.com	10



Competitive analysis

NUMBER OF MENTIONS PER SENTIMENT



MENTIONS BY CHANNELS

