



COMPETITIVE MEDIA REPORT

Benchmark analysis of CeraVe
competitors: La Roche-Posay, Skineuticals,
Elta MD and Vichy.

Competitive media report

TOTAL MENTIONS PER QUERY

06.12.2023 - 05.01.2024

La Roche-Posay

3.3k

%

Skinceuticals

2.1k

%

Vichy

2.4k

%

CeraVe

2.7k

%

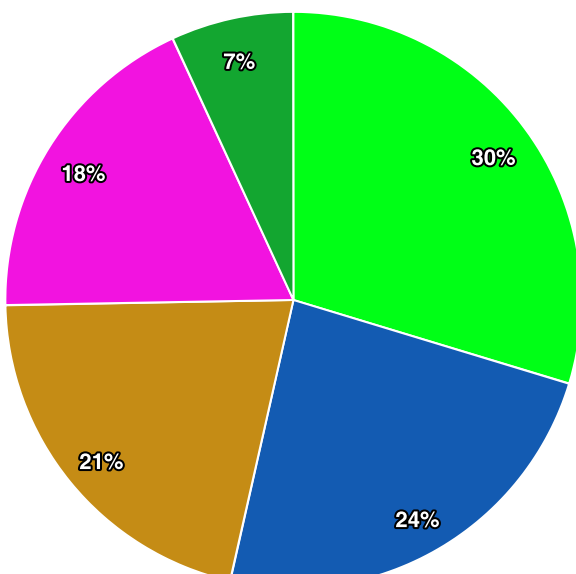
Elta MD

770

~ -19.37%

SHARE OF VOICE

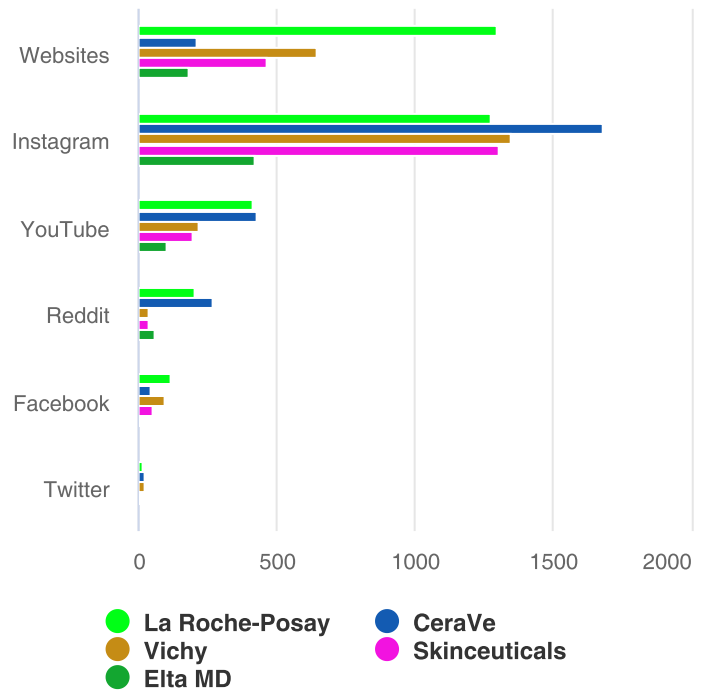
06.12.2023 - 05.01.2024



● La Roche-Posay ● CeraVe
● Vichy ● Skinceuticals
● Elta MD

TOTAL MENTIONS PER CHANNEL

06.12.2023 - 05.01.2024



● La Roche-Posay ● CeraVe
● Vichy ● Skinceuticals
● Elta MD

Competitive media report

TOTAL IMPRESSIONS

06.12.2023 - 05.01.2024

La Roche-Posay

14.2m

%

Skinceuticals

2.7m

%

Vichy

11.7m

%

CeraVe

5m

%

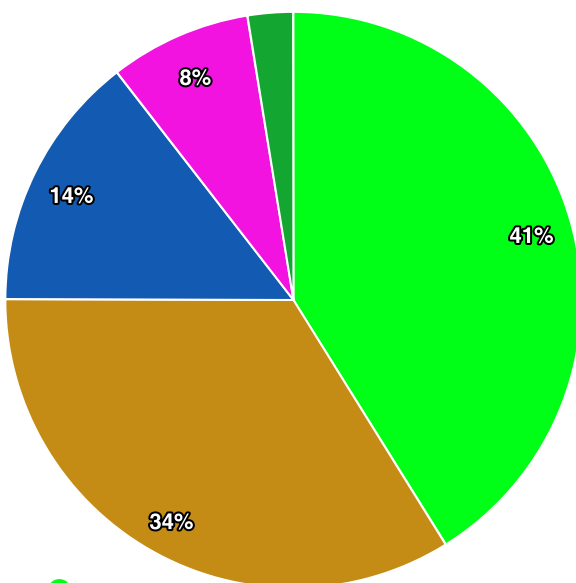
Elta MD

878.5k

~ -53.57%

SHARE OF IMPRESSIONS

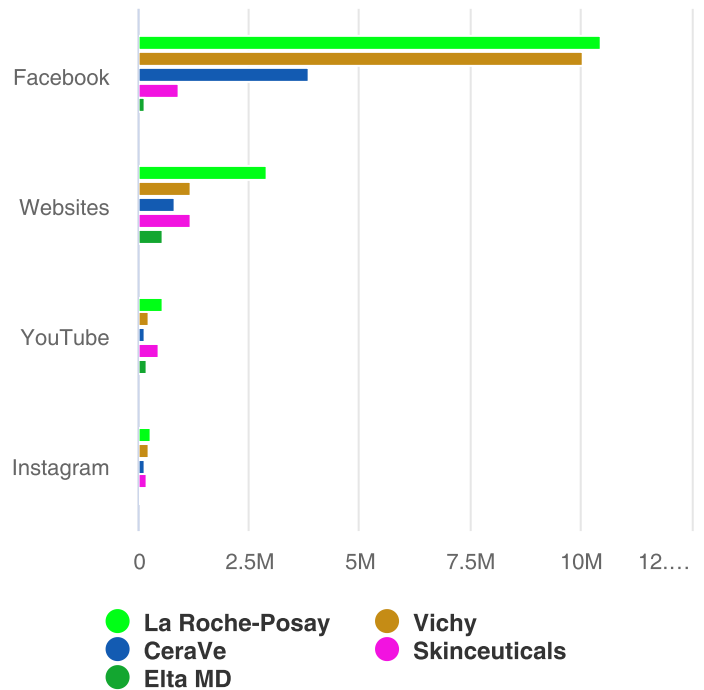
06.12.2023 - 05.01.2024



● La Roche-Posay ● Vichy
● CeraVe ● Skinceuticals
● Elta MD

TOTAL IMPRESSIONS PER SOURCE

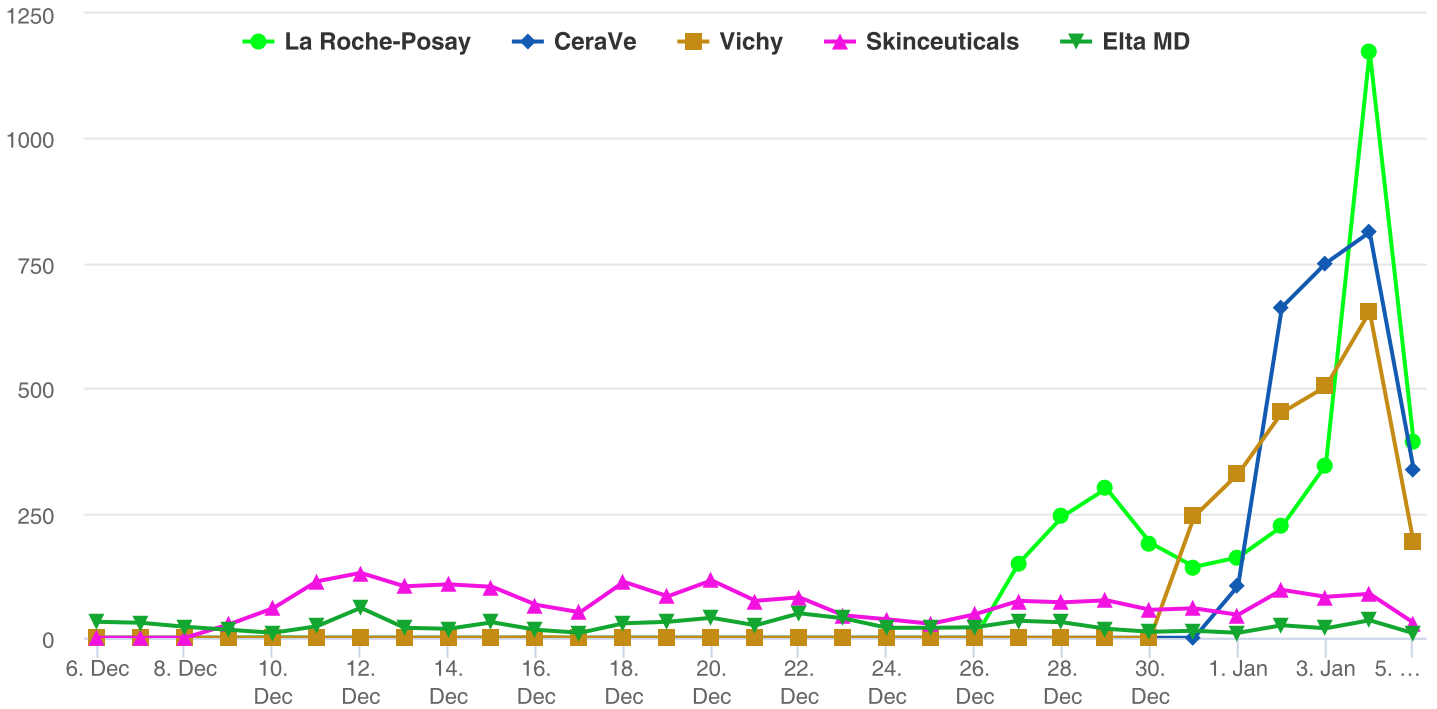
06.12.2023 - 05.01.2024



Competitive media report

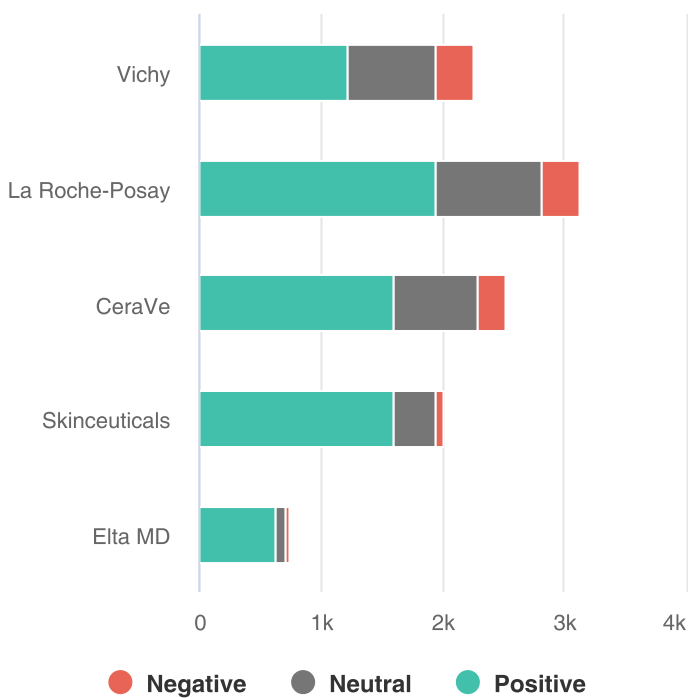
MENTIONS OVER TIME FOR MULTIPLE QUERIES

06.12.2023 - 05.01.2024



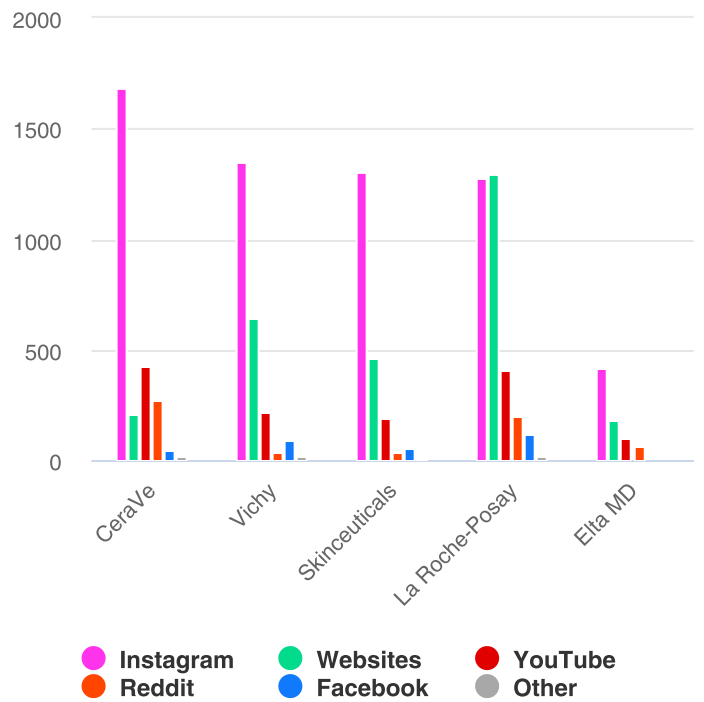
NUMBER OF MENTIONS PER SENTIMENT

06.12.2023 - 05.01.2024



MENTIONS BY CHANNELS

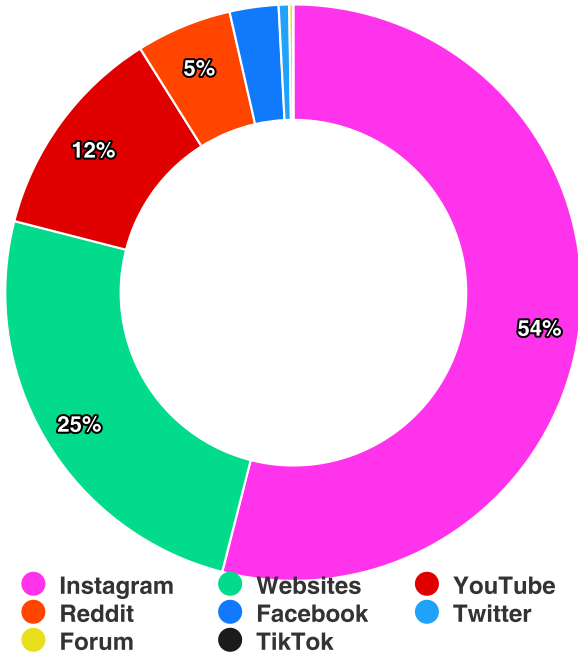
06.12.2023 - 05.01.2024



Competitive media report

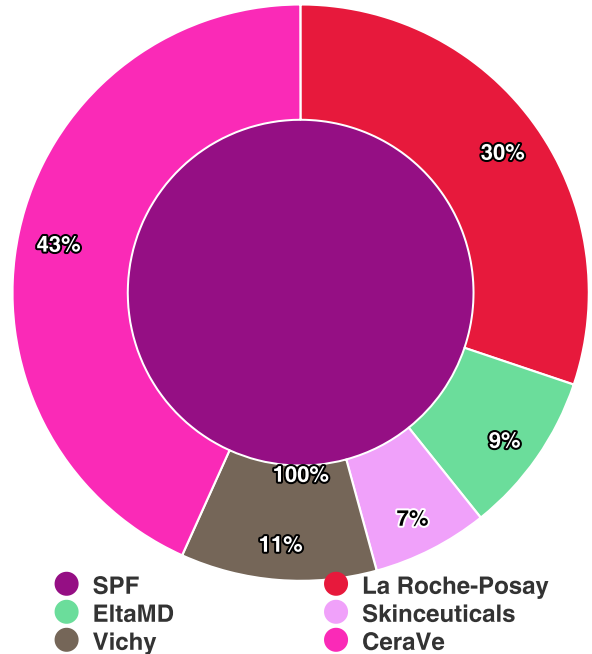
ALL SOURCES

06.12.2023 - 05.01.2024



SHARE OF VOICE FOR THE KEYWORD SPF TAGGED BY...

06.12.2023 - 05.01.2024



WORD CLOUD

06.12.2023 - 05.01.2024



Competitive media report

LOCATIONS

06.12.2023 - 05.01.2024

