

Competitive Analysis



Competitive Analysis

Marketing Mix - Promotion + Place

Web

UI/UX
SEO
Paid Search

Social

Organic
Paid

SWOT

Opportunities to stand out

Content

PR
Blogs
News

Events

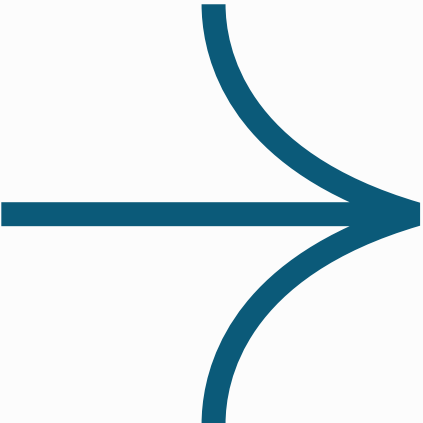
Media Planning

Trade Ads
Programmatic
Sponsorships

xx

Web

Grade
Performance
SEO
UI/UX



xx



Valensa Web Audit

Grade - 57

Opportunity to increase overall online presence and ranking

📍 US Nutraceuticals

2751 Nutra Ln, Eustis, FL, US,+1 352 357 2004,

Online presence
Overall assessment



Listings to fix
Upon subscription

30 / 51

57

valensa.com

PERFORMANCE

12/30

SEO

20/30

MOBILE

20/30

SECURITY

5/10

Performance

Best practices os page speed:
3 seconds

PAGE SIZE



5 MB

Vaster than empires and more slow.

The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB.

PAGE REQUESTS



75

Serious room for improvement.

The more HTTP requests your website makes, the slower it becomes. Try reducing the number of files your site loads.

PAGE SPEED



19.4 SEC

We need to talk.

Best-in-class webpages should become interactive within 5.3 seconds. Any slower and visitors will abandon your site, reducing conversions and sales.

SEO

Descriptions help rank the website higher on search engines

PERMISSION TO INDEX



Granted.

In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter.

META DESCRIPTION



Missing it.

Meta descriptions tell people what your page is about in search results.

CONTENT PLUGINS



Clap, clap, clap
Good job!

Search engines can't always understand content that relies on browser plugins, such as Flash.

DESCRIPTIVE LINK TEXT



So generic!

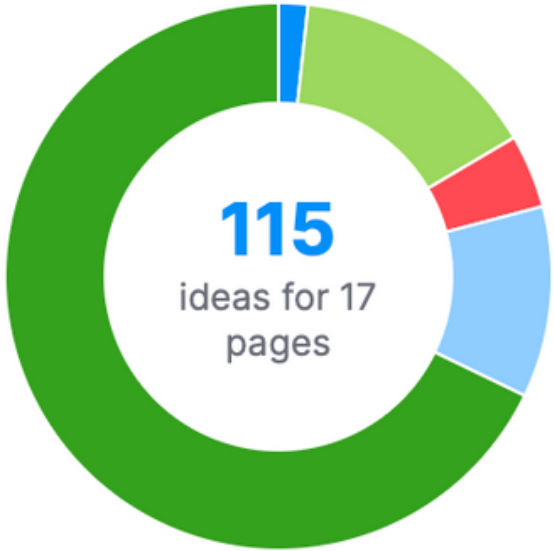
Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it.

UX

Customers are lost on the website:
media, informational content +
lead gen is in one place

Top Keywords

Opportunity to rank kewords by
customers intent



St	Strategy	2
Ba	Backlinks	17
Ux	User Experience	Set up
Te	Technical SEO	0
Sf	SERP Features	5
Se	Semantic	13
Co	Content	78

Top keywords *i*

Keywords	Position	Visibility
spiruzan blue coated	1 0	16.67%
zanthin	1 0	16.67%
parry organic chlorella	2 0	5.72%
parry organic spirulina	2 0	5.72%
flexpro	33 0	0.35%
saw palmetto	–	0%

SEM Rush

Opportunity to focus on navigational keywords - Customer's needs

Opportunity to rank keywords higher so they don't overlap with BGG

Valensa Keywords by Intent

Awareness focus - information

Opportunity to create demand

Competitors Keyword Overlap

BGG World and Valensa have keywords overlap

Vidyaherb and Euromed have overlaped keywords

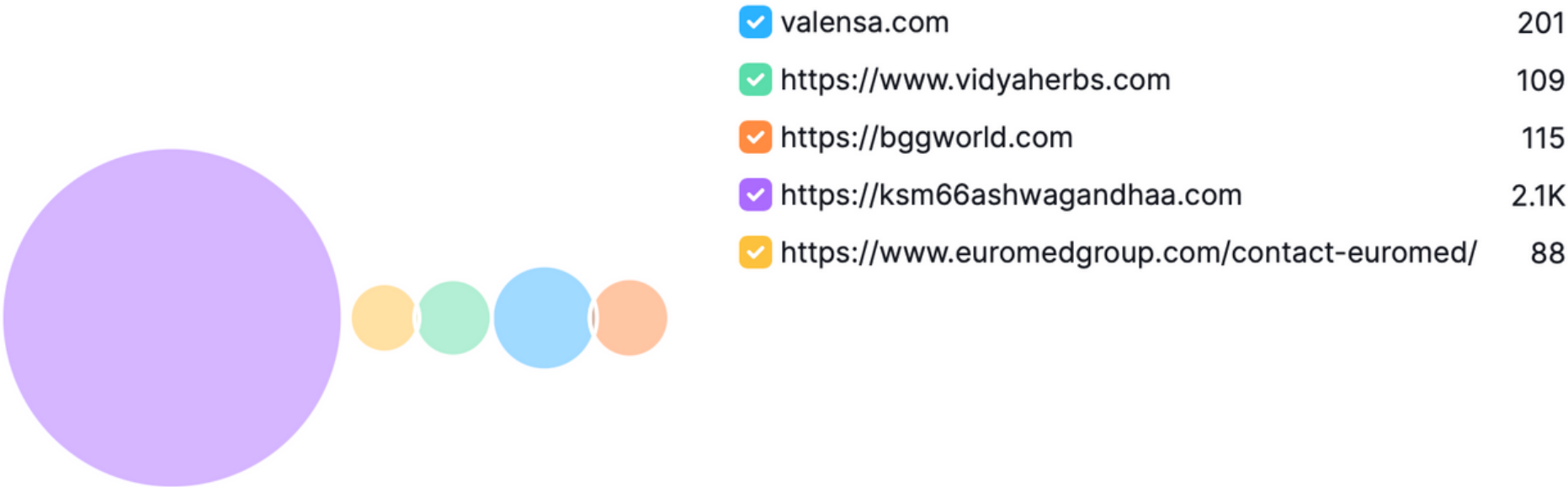
KSM 66 Ashwaganda is investing heavily of SEO

Keywords by Intent



Intent		Keywords	Traffic
Informational	53.7%	158	116
Navigational	8.5%	25	99
Commercial	18.7%	55	0
Transactional	19%	56	55

Keyword Overlap



Saw Palmetto + Hair Keywords

Hair and saw palmetto keywords combination ranks higher than prostate

▼ hair	1,052	👁
➤ loss	586	👁
➤ growth	94	👁
➤ oil	63	👁
➤ women	51	👁
➤ female	44	👁
➤ help	40	👁
➤ dosage	37	👁
➤ best	34	👁
➤ facial	34	👁
➤ extract	31	👁
➤ regrowth	31	👁

Hair Category

Saw palmetto + hair + women phrase

Hair ranks on the 1st place

Prostate ranks on the 4th palce

All keywords	14,778	
> hair	1,052	
> extract	691	
> berry	673	
> prostate	646	
> loss	619	
> effects	480	
> mg	478	
> can	474	
> take	452	
> oil	341	
> supplement	338	

BGG

- lacks performance
- Site speed is 10S
- wordpress
- keywords overlap with Valensa

KSM

- poor performance
- Site Speed 12.3 s
- Excellent SEO

Vidya

- Best performing website
- Great Site speed 5 s

Euromed

- Poor performance
- Site Speed 12 s
- Great SEO
- UX/UI focused

Lycored

- Performance - site speed 38 seconds
- UI/UX focused

59

bggworld.com

PERFORMANCE 9/30



SEO 20/30



MOBILE 20/30



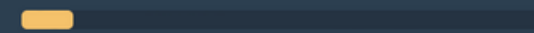
SECURITY 10/10



58

ksm66ashwagandhaa.com

PERFORMANCE 3/30



SEO 30/30



MOBILE 20/30



SECURITY 5/10



79

www.vidyaherbs.com

PERFORMANCE 24/30



SEO 25/30



MOBILE 20/30



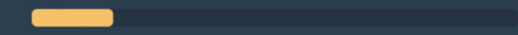
SECURITY 10/10



65

www.euromedgroup.com

PERFORMANCE 5/30



SEO 30/30



MOBILE 20/30



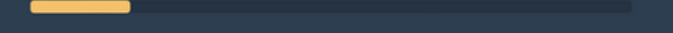
SECURITY 10/10



70

www.lycored.com

PERFORMANCE 5/30



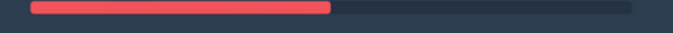
SEO 30/30



MOBILE 30/30



SECURITY 5/10



BGG

- Integrated paid search approach on ingredients:
 - social
 - paid search
 - programatic
 - publishers

KSM

- Integrated social and trade ads approach
- repost of Vitafood Insights -

Vidya

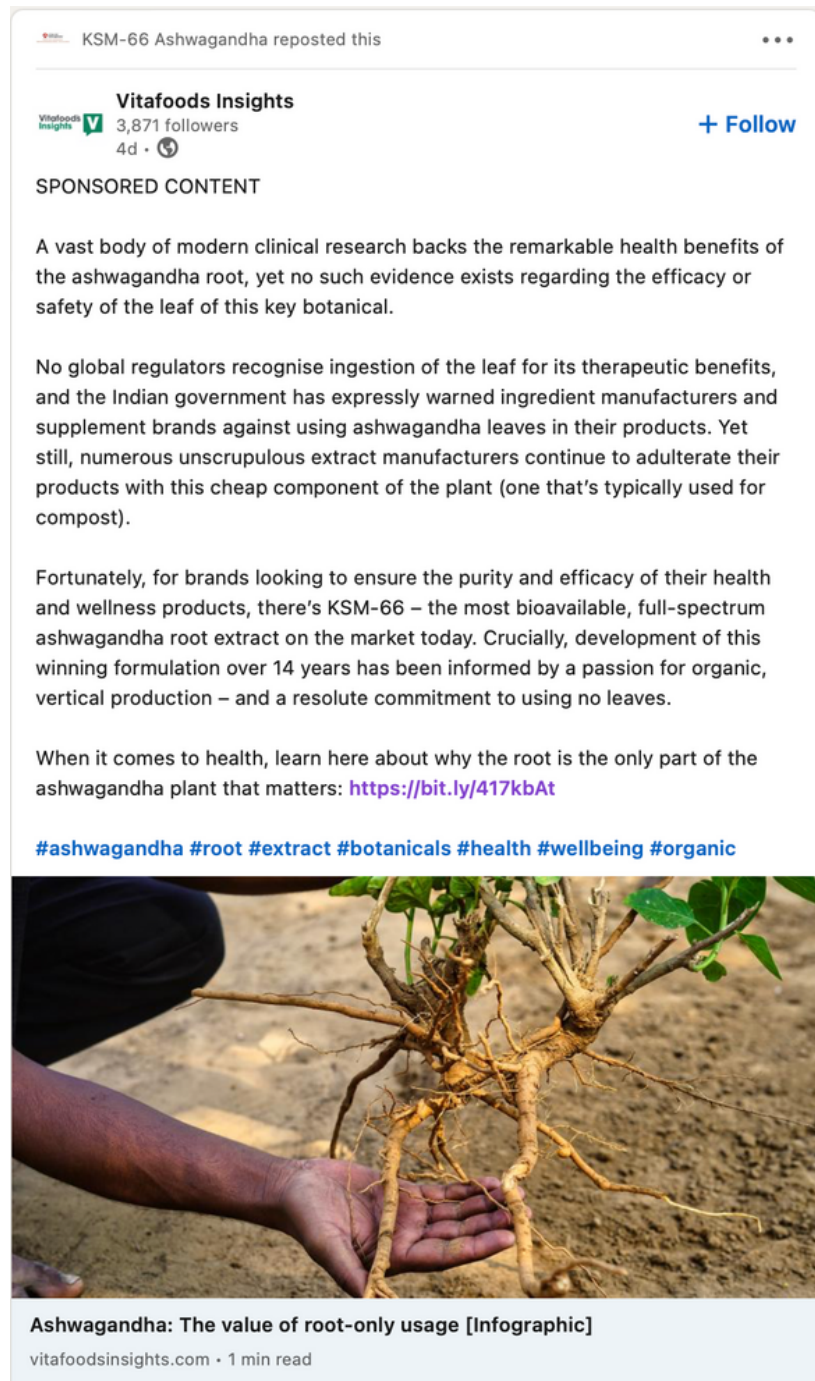
- Launched an integrated campaign on Vi-Spo - social + event
- poor social execution

Euromed

- Organized products on the website by health categories
- showcases botanical extracts through webinars

Lycored

- Website focused on demand generation



We're thrilled to unveil the results of our latest research, Vi-spo™, a standardized saw palmetto oil rich in β -sitosterol. In a rigorous 16-week clinical study involving 80 participants, Vi-spo™ has proven its efficacy in combatting one of the most common hair loss types – Androgenetic Alopecia.

Key Findings:

- Reduced Hair Fall: Vi-spo™ oral and topical formulations significantly decreased hair fall, up to 29% and 22.19% from the baseline, respectively.
- Enhanced Hair Density: Participants experienced a notable increase in hair density, by 5.17% and 7.61% in oral and topical groups.
- Balanced DHT Levels: Oral intake of Vi-spo™ led to a marked reduction in serum dihydrotestosterone, a key factor in hair loss.

Connect with us to revolutionize your hair care offerings.

<https://lnkd.in/gzbrmscJ>

#VidyaHerbs #ViSpo #HairCareInnovation #NaturalSolutions #BusinessGrowth



NUTRICOSMETICS, HAIR AND SKIN BEAUTY		
Bearberry leaf - Arctostaphylos uva-ursi	Bilberry fruit - Vaccinium myrtillus	Echinacea herb - Echinacea purpurea L. Moench
Fucus thallus - Fucus vesiculosus	Grape seed - Vitis vinifera	Horse chestnut seed - Aesculus hippocastanum L.
Lemon fruit - Citrus limon L. Osbeck	Matricaria flower - Matricaria inodora L.	Melissa leaf - Melissa officinalis L.
Olive fruit - Olea europaea L.	Pomegranate fruit - Punica granatum L.	Rosemary leaf - Rosmarinus officinalis L.
Saw palmetto berries - Serenoa repens	St. John's wort flower - Hypericum perforatum	



Lycomato® 15%

Specification
min. 15% natural tomato lycopene

Formulation
Oleo-resin

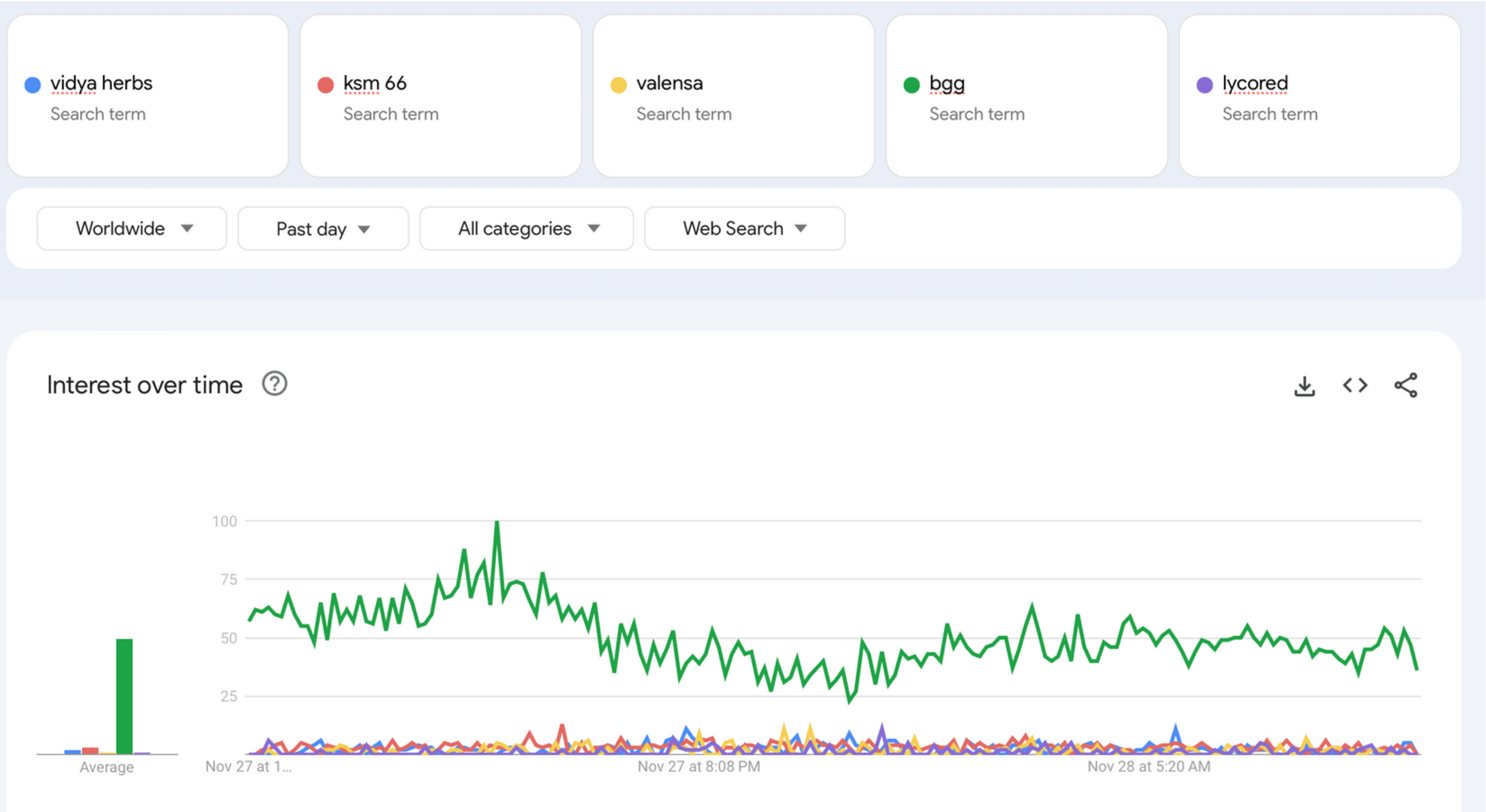
Application
Dietary supplements—suitable for soft gel capsules

Google Trends



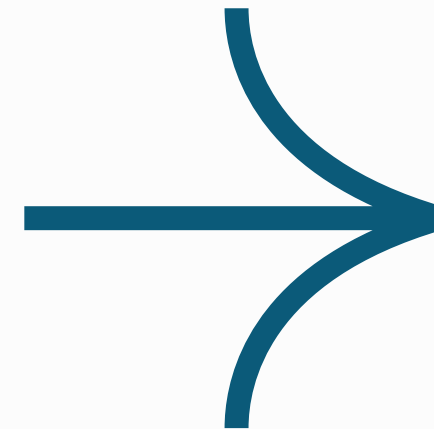
BGG
KSM
Vidya Herbs
Lycored
Valensa

BGG dominates
the brand name
search
worldwide



Social Analysis

FB | X | IG | IN



xx



Social Media Competitive Analysis					
Social Media Followers	Facebook	Instagram	X - Twitter	YouTube	LinkedIn
Valensa International	NA	x	x	x	2,502
<u>Vidya Herbs</u>	926	xx	xx	28	2,717
<u>BGG</u>	3	x	6	x	1,690
<u>KSM-66 Ashwaganda</u>	861	579	239	603	1,746
Euromed (EU)	xx	xx	xx	xx	3,268
Lycored	5,300		15,000	53	5,520

Vidya Herbs
KSM, and
Lycored

have an integrated social media approach - they are active on more social channels: FB, IG, IN, YouTube.

BGG started this approach in september at the SSW event

LinkedIn

Predominant social account is LinkedIn - B2B - professionals - doctors

Lycored

Lycored has the most followers

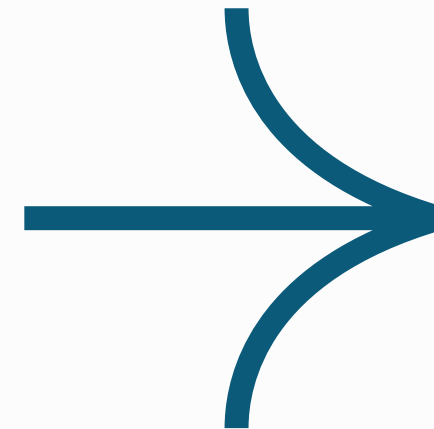
LinkedIn Social Analysis	Topics	Frequency	Paid Social	Objectives	Types of Posts	Year Total Engagement
Valensa	TBD					242
Vidya Herbs	products/research, consumer focused (gut health)/gut skin har trilogy (Saw palmetto)/culture/ SSW, Quality	4-6 X month	-	Awareness Engagement	video events static	1,616
BGG	Events, Press Release, demand, sponsorhips, reposts, political		-	Engagement Conversions		332
KSM Ashwaganda	Informative, Quality, Partnerships, Claims, International Holidays, reposts KSM mentions		-	Engagement	static videos events	1,085
Euromed	DIE, counterfeit products, events (SSW), social responsibility, educational consumer focused, Quality, holidays	4 X month	–	Awareness Conversions (Join Us: events + webinars)	webinars videos events	1,063
Lycored	self care (consumer focused), webinars, clinical studies, events SSW, reposts, mentions other brands, Holidays and National Days, Sustainability, political, food, products, Environment.	2-3 x week	-	engagement webinar conversions, demand gen (schedule meetings at the events)	static events	1,559

- Social Approach

 - Vidya Herbs and Lycored are most active followed by KSM and Euromed
 - Vidya Herbs - no clear social objective but consistent approach focused on products and culture
 - Euromed has global corporate appraoch, talks about Diversity, products, events, quality and holidays
 - BGG - inconsistent social approach - started either a campaign in september or a new strategy to be more active. on social.
 - KSM - integrated social approach - focused on reposting KSM mentions Informa, Vita Foods, Nutra Ingredients
 - Lycored - consumer focused heavily, demand gen approach Content geared towards consumer - best practices

Content

SEM
Media



xx



SEM		
	Keywords by Intent	Traffic - top sources
Valensa International	informational, Commercial and Transactional	Direct 24% + 16% Organic
Vidya Herbs	Informational , Navigational , and Commercial	LinkedIn 33% + Direct 66% (LinkedIn Primary destination)
BGG	Informational , Commercial and Transactional	12% Direct + Organic (LinkedIn top destination)
KSM Ashwaganda	Informational and Commercial	Primarily organic search
Euromed	Informational and Commercial (Not transactional) - no demand marketing for closing deals	Organic

Keywords by Intent

Informative content dominates across all brands.

Vidya Herbs if customer centric - Navigational (UI/UX)

Traffic Sources

Organic and Linkedin approach

Content Strategy						
	Link to Blog/News		Topics		Publishing Cadence	
Valensa International	https://valensa.com/media/		Flex Pro MD, Urology		Inconsistent	
Vidya Herbs	https://www.vidyaherbs.com/news		Great place to work, GRAS status		2/year	
BGG	https://bggworld.com/blog/		product, patents, CEO, SSE		1x Quarter	
KSM Ashaganda	https://ksm66ashwagandhaa.com/resources/infographics/		Infographics, videos, whitepapers		no dates, everything is under Resources	
Lycored	https://www.lycored.com/lycoread/		wellness, glow, connections, inspiration, Earth Day, Going Back to School		monthly	
Euromed	https://www.euromedgroup.com/news-euromed/		Expertise, Scientific publications, Quality		Monthly newsletters	

Opportunity for Valensa

- Keep the news under the Media section
- Create Consistency
- Include topics other than products



Company and Solution Overview:

Leading producer of standardized herbal extracts and natural active substances for pharmaceutical, nutraceutical, food and cosmetic industries.

How We Win:

Fast Facts:

Location: Mollet del Valles, Spain

Number of Employees: 200

Key Product(s):

-Saw Palmetto >45%;
>85% fatty acids
Health properties:
-Genitourinary Support
Nutricosmetics, Hair and Skin Beauty

+49 products

Competitor Strengths:

- Strength #1: Appealing website focused on UX/UI
- Strength #2: Organized products by Health Pillars for eg.Saw Palmetto is part of the Nutricosmetics, Hair and Skin Beauty,
- Strength #3: Has a global, corporate presence: Promotes Diversity and Equality
- Strength #4: Integrated media approach: social, web, webinars, events.

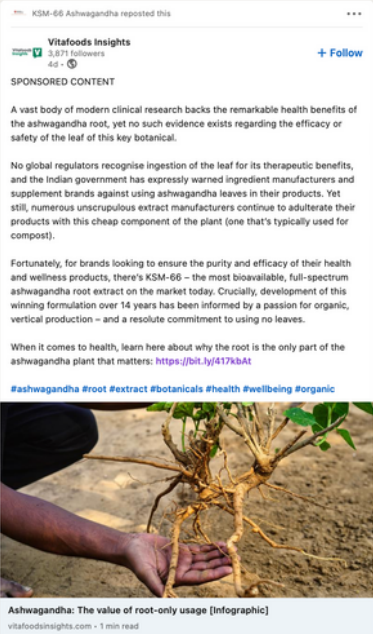
Competitor Weaknesses:

- Weakness #1 minimal info on Saw Palmetto on the website
- Weakness #2: No focus on demand gen

- Response to Strength #1: lead generation approach - science information available for download
- Response to Strength #2: Organized USPlus Derm, including Health Pillars
- Response to Strength #4: Adopt integrated marketing approach

BGG	Company and Solution Overview: BGG is a global leader in the development and purification of high quality active natural plant ingredients for the dietary supplement, pharmaceutical, personal care, and food and beverage industries.	How We Win
Fast Facts Location: Beijing Number of Employees: 500 Year Founded: Annual Revenue: \$1,000,000.00 Categories: - Dietary Supplements - Fitness -Food and Beverage -Healthcare Key Product(s): -AstaZine® Astaxanthin -Prostpalm® Saw Palmetto + 8 more	Strengths: - Strength #1 Has the most integrated marketing approach: paid search, trade ads, social (LinkedIn), events, programmatic advertising, etc. - Strength #2: Have a global event presence: IT, US, India, -Strength #3: Uses social to create demand and schedule meetings during events Weaknesses: - Weakness #1 Inconsistent social approach, started consistency in September	-Response to Strength #1: We win by creating demand through social and integrated organic with paid so we can reach those targets at the event. Buy media on Sites such as Informa and event participate in sponsorships -Response to Strength #3: Create a social strategy based on consistency and partner with influencers. Sample Ads: Top Ads (Banner) for bggworld.com   

Committed to nature	Company and Solution Overview: Vidya Herbs identifies itself as an organization that consistently delivers research based natural products to improve the quality of life and standards of living in respect to health.	How We Win
Fast Facts Location: Bengaluru (7 locations) Number of Employees: 200 Annual Revenue: \$1,000,000.00 Key Product(s): -Clinically Researched (Vi-Spo Saw palmetto) -Phytonutrient Extracts -Plant-Based Vitamins - Carotenoids -Seasoning Blend Categories: -healthcare -manufacturing	Strengths: - Strength #1: Active Website Traffic coming from LinkedIn - Strength #2 Excellend Website focused on performance and UI/UX - organized read - for consumer (keyword intent - navigational) - Strength #3 Promotes corporate responsibility “ great place to work” - Strength #4 Focused on lead gen forms Branded the Saw palmetto Extract - Vi-Spo - Strength #5: Clinically Researched Products -Strength #6: Consistent Social Approach, LinkedIn - most engagement Weaknesses: Social Media not following best practices.	How We Win: - Response to Strength #1: LinkedIn Consistent Presence focused on demand gen, generate traffic to the website. - Response to Strength #2: Update USPluS Derm section on the website, focus on consumer - Response to Strength #6l: opportunity to do demand gen through social); opportunity to focus on products, culture, quality and events. Note: Launched Vi-spo Study on Saw Palmetto onLinkedIn Announcement on Gut hair SKin Trilogy - including Saw Palmetto -

 WORLD'S BEST ASHWAGANDHA FROM THE ASHWAGANDHA EXPERTS. THAT'S ALL WE DO.	Company and Solution Overview: <i>KSM-66 is an ashwagandha extract made by Ixoreal Biomed. The Most Clinically Studied Ashwagandha on the Market. KSM-66 Ashwagandha is a branded, full-spectrum extract.</i>	How We Win
Fast Facts: Motto: World’s best Ashwagandha From the Ashwaganhda Experts. That’s all we do. Location: LA Number of Employees: 200 Annual Revenue: \$50,000000.00	Strengths: - 41 Certifications on inspections and safety - the botanical with the highest number of certificates - SEO heavily focused, keywords rank the highest, no overlapping - In - Good social listening practices: healthy engagement - sharing and commenting on posts that include KSM-66 mentions - Strength #4 Integrated social approach on X, IG, Fb, In, YouTube -Promotes on <u>Informa - Vita Foods</u>: articles, banners, social posts. Has an integrated marketing approach. Promotes the informa paid media on social; promotes on Nutriform’ Business Days 2024 (Fr); Unik Health & Nutrition, <u>Nutra Ingredients partnership</u> -<u>one ingredient in various herbal and dietary supplement formulations:</u> -<u>Website showcases Clinical Studies, Certifications, Traceability</u>	Demand gen, Integrated marketing approach, consistent. Include media buying and event sponsorship
Key Product(s): Ashwagandha Industries: Alternative Medicine Clinical Trials Health care	Weaknesses: - Weakness #1: -Clinical Notes displayed as infographics on the website - no sign of demand generation. - Weakness #2 - Weakness #3 - Weakness #4	Relevant Case Studies: • Integrated social and trade ads approach • repost of Vitafood Insights - 

Made by nature. Powered by science	Company and Solution Overview: We’ve been a leader in the research and development of carotenoid-based wellness products for twenty years. Discover our innovations, our offerings, and our story.	Demand Gen Example:
Fast Facts Location: US (NJ), Switzerland, Israel Number of Employees: 500 Year Founded: Annual Revenue: 1,000,000.00 Key Product(s): Lycored Nutrient Complex Lycomato Categories: Industry: Health, Wellness and Fitness	Competitor Strengths: Consumer Centric: Best Practice Clean website, focus on UI UX - Easy to follow content, easy to navigate easy to understand at first sight what the topic is about - invested in marketing Simplified science Social has the most engagement compared to other companies, content focuses on consumer. Marketing dept: 6 people People manager Demand Gen approach Information organized by plants(tomatoes, rosemary, marigold, organized by product family: Vitamin A, etc, techonolgy, application, efficacy, Claims, innovation	Lycomato® 15% Specification min. 15% natural tomato lycopene Formulation Oleoresin Application Dietary supplements—suitable for soft gel capsules 

Publishers

Trade ads

BGG

Nutra Ingredients
Nutritional Outlook
Nutraceuticals World

KSM

Informa - Vita Foods:
articles, banners, social posts.

Nutriform' Business Days
2024 (Fr)

Unik Health & Nutrition

xx



Events:

xx

BGG

Supply Side West
health Ingredient Japan
Food Ingredient India
Natural products Expo
West
Vitafoods

Vidya Herbs

Supply Side West
Supply Side East

Euromed

SIID - DEI
SSW
Natural Products Expo
West



KSM

PCHi in Barcelona
Vita Foods Europe
WorldFood Poland
Supply Side East
Nutrafood Global
VitaFoods Asia

xx

Demand Generation Best Practice

- Objective: Increase form download conversions
- KSM reposted the mention

KSM-66 Ashwagandha reposted this

CPHI
30,544 followers
1w • 🌱

+ Follow

🌱 Nutraceuticals and extracts like Ashwagandha have been used for thousands of years in traditional medicine, recognised for their benefits for reducing stress, anxiety, and sexual dysfunction.

🤔 With Ashwagandha revolutionising modern health care too, what are the opportunities for integrating natural products in pharma?

🔍 In our latest CPHI Trend Report, created in partnership with **KSM-66 Ashwagandha**, we navigate the future of nutraceuticals with insights from key experts in pharma from Citeline, Ringana, HerbalGram, and MedicineGarden.

📄 Download your free report now: <https://ow.ly/o6TW50Q9kEW>

#CPHIOOnline #CPHIDigital #CPHITrendReport #collaboration #pharma

CPHI Online

CPHI Trend Report

What are the opportunities for Ashwagandha and Nutraceuticals in Modern Healthcare?

Download our free report now.

In partnership with:
KSM-66 Ashwagandha

30 1 comment • 1 repost