

COMPETITIVE DIGITAL AUDIT CASE STUDY HOW A CHALLENGER BRAND TURNED A COMPETITOR'S DIGITAL ADVANTAGE INTO A ROADMAP FOR GROWTH



The challenge A specialty therapy brand ("Brand A") was losing digital ground to a newer market entrant ("Brand B"). Brand B was showing up earlier and more often in the journey for both consumers and healthcare professionals, creating the perception that it was the default choice. Brand A's team felt this shift but lacked a clear, evidence-based view of where Brand B was winning and which moves could realistically close the gap in the next 6–12 months.

Our objective Build a blinded, channel-level and experience-level view of Brand B's digital strategy and translate it into a concrete, prioritized action plan for Brand A—without increasing overall spend.

OUR APPROACH WE DESIGNED A FOCUSED COMPETITIVE DIGITAL AUDIT ACROSS BOTH CONSUMER AND HCP ECOSYSTEMS, ANCHORED TO THREE CORE QUESTIONS:

- Where and how is Brand B out-performing Brand A across the digital journey?
- Which elements of Brand B's strategy are repeatable, and which represent true differentiation?
- What are the 3–5 highest-leverage moves Brand A can make to reclaim relevance and intent?

To answer these, we:

Mapped the live journey, side-by-side

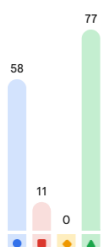
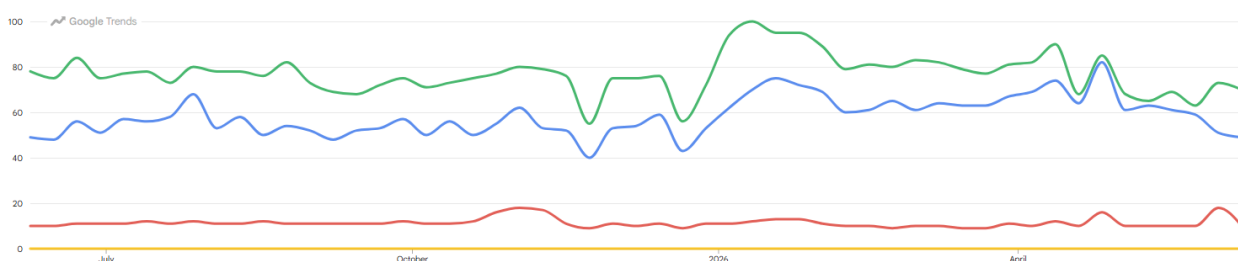
- Search experience: queries, paid search presence, SEO footprint, ad copy, and landing experiences.
- Media and social: paid social, video, and display presence; formats, hooks, and creative patterns.
- Owned ecosystem: consumer and HCP sites, content architecture, UX, and conversion paths.

Scored performance drivers, not just presence

- Consistency of message and visual identity across touchpoints.
- Clarity of value proposition and "why now / why this" framing.
- Findability (how easy it is to reach the brand from real-world behaviors).
- Actionability (how clearly users are guided to the next best step).

Layered qualitative and quantitative signals

- Live "experience walks" to see what real users would encounter.
- Competitive share of voice and search demand patterns.
- Platform-level benchmarks to contextualize creative and experience quality.



Key findings

Brand B owned the first impression and the follow-through

- Brand B appeared more reliably for high-intent searches and had clearer, more aligned landing experiences on both consumer and HCP sides.
- From first click to site, users encountered a consistent story, clear next steps, and minimal friction; Brand A's experience felt fragmented and required more effort to understand and act.

Focused messaging and structure beat volume

- Brand B leaned on a tight set of repeatable messages, visual cues, and proof points that showed up across media, search, and site.
- Brand A had more content and more messages, but lacked hierarchy: the most important reasons to engage were buried, and different channels often led with different angles.

Content was engineered for real behaviors, not internal agendas

- Brand B's content answered the most common questions quickly, through short, visual, and modular assets tailored to where the user was in the journey.
- Brand A emphasized completeness and depth, but at the cost of usability—long pages, fewer signposts, and less guidance to key actions.

Selective strength outperformed “everywhere but shallow”

- Brand B concentrated its efforts in a small set of high-intent queries, channels, and contexts—showing up strongly where decisions are shaped.
- Brand A spread budget and attention across more touchpoints, resulting in weaker presence at the moments that matter most.

The HCP and consumer stories were aligned for Brand B—and disconnected for Brand A

- Brand B's messaging architecture allowed the consumer and HCP narratives to reinforce each other, with consistent framing and role clarity.
- Brand A treated these as separate worlds, creating gaps and inconsistencies in how the therapy was positioned across audiences.

Impact

Within the first wave of activation, Brand A saw:

Stronger presence in key high-intent environments

- Increased competitive visibility where the journey actually starts and decisions are most influenced.

Higher engagement with core content and actions

- Users were more likely to stay engaged, reach high-value pages, and complete priority actions on owned properties.

Greater internal clarity and alignment

- Brand, medical, and digital teams rallied around a single, evidence-based digital strategy—grounded in competitive reality rather than internal assumptions.

(Note: All results are directional and blinded; no specific products, conditions, or brand names are referenced.)

A reusable framework for any brand:

Any brand can adapt this competitive digital audit model in four moves:

Define the competitive questions

- Decide what you need to learn: where a competitor shows up, how they tell their story, and what they're doing differently to capture intent.

Map real experiences, side-by-side

- Trace the actual paths users take—search, media, social, site—and capture screenshots and flows for both your brand and key competitors.

Score what matters, not just what exists

- Evaluate consistency, clarity, findability, actionability, and alignment between consumer and HCP experiences.

Translate gaps into a focused roadmap

- Pick 3–5 high-impact moves you can execute in the next quarter, with clear hypotheses and metrics, instead of a long wish list that never gets resourced.