# How Wonderbly seized competitive insights to launch innovative campaigns into new markets and capture bigger audiences

**Wonderbly**

**Daisy Startup** leads the marketing campaign strategy for **Wonderbly** (a U.K-based, **online personalized book company**). It's her mission to **execute creative digital campaigns** that capture their audience's imagination, **identify areas for potential growth**, and leverage competitive insights to **successfully launch go-to-market strategies.**

## CHALLENGE

**Low visibility into key competitor's activity**
Wonderbly wanted to learn more about their competitors' digital strategies to inform their go-to-market plans

**Limited view of audience browsing behavior**
Wonderbly wanted to gain a deeper understanding of their audience to support decisions on their marketing strategy

**Lack of data to enter new markets**
Wonderbly had identified a new product category but needed market insights to validate growth potential

> "In the past, we relied solely on mission based research to learn about our competitive landscape. With no concrete data to support our findings, we struggled to make actionable decisions that would influence our marketing strategy."
>
> **Daisy Startup,** Marketing Manager

## SOLUTION

Wonderbly has scaled their business since 2013, selling personalized books to over 6 million customers worldwide. For Daisy, taking a customer-centric approach is fundamental to the core marketing strategy. To validate her go-to-market strategy she needs granular insights about Wonderbly's audience, their competitors, and market trends.

Daisy turned to Similarweb to give her a comprehensive view of their category's audience, competitive landscape and market insights, which gave her the confidence to solve strategic business questions.

# SUCCESS

## Seized growth opportunities, by discovering competitive insights

With Similarweb, Daisy unlocked competitive insights about their competition. She found they attracted a younger profile than Wonderbly. With this knowledge, Daisy could build an audience profile and adapt her campaign strategy, to attract a similar audience, tailoring the tone and creatives for an upcoming marketing campaign.





## Launched into new product categories, by capitalizing on seasonal trends

Daisy used Seasonal Trends Keywords to learn about the traffic Wonderbly's competitors were winning from paid ad channels. And she discovered the Weddings and Anniversaries category was gaining traction.

Based on these data-driven insights, Daisy had the confidence to present the Wedding and Anniversary opportunity to the wider audience, knowing it's potential to resonate with an audience looking for unique gifts to celebrate special occasions.

## Won new audiences and identified key partners

Wonderbly unlocked granular visibility into audiences it hadn't captured yet. Similarweb uncovered insights about Wonderbly's audience – which sites they cross-browsed, and how loyal they are compared to their competitors.

With Similarweb's audience data, Daisy identified a number of key partners in the United States, United Kingdom and Canada to collaborate on content focused partnerships.
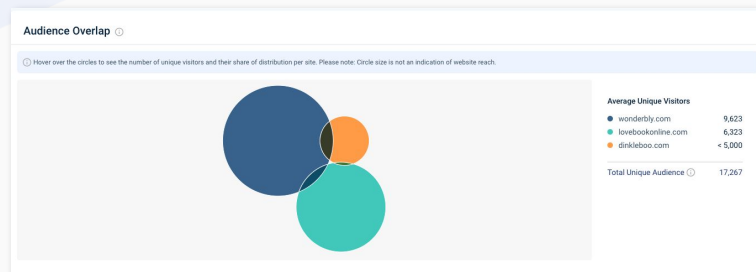


"Having insight into our competitor's digital marketing activities has transformed the way we look at our marketing strategies. I use Similarweb every day to reassure myself that I am making the right decisions – based on data, not guesswork."

**Daisy Startup,** Marketing Manager

# 69%

Revenue increase in books bought for grown-ups by tapping into new audiences in 2021

Set up a one-on-one demo to learn how Wonderbly's success can be yours.

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