



onefourzero Group Success Story

A UK-based digital insights group

**one
four
zero**

**How Onefourzero
increased its buy and
sell side deals success
rate by 85%.**

As part of the GK Group, onefourzero provides unique insight to Private Equity, Public Services companies and Commercial brands, through digital analysis. The company relies on SimilarWeb data to build company and industry reports for private equity opportunities, which have resulted in an 85% increase in success rate for closing buy and sell side deals.



Similarweb makes up part of our key analysis tool mix and helps us to present sector and competitor data for digital diligence and strategy reports."



Fleur Hicks
Digital Diligence Managing
Director at
Onefourzero



Performing Company Due Diligence & Validation

The Challenge

As a digital due diligence agency, onefourzero Group executes business and industry level analyses for private equity buy and sell decisions. The team at onefourzero must assure that it has access to reliable and comprehensive digital data to be able to answer key questions about a target company and its industry. Onefourzero Group uses SimilarWeb to qualify competitive sets, conduct market analysis, benchmark, evaluate brand health and understand traffic acquisition strategies.

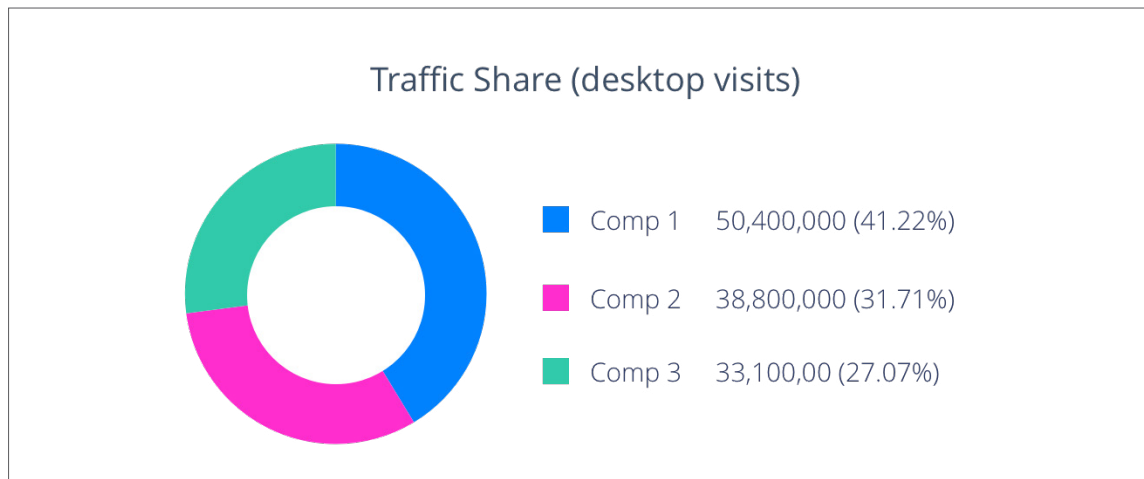
The Success

1. Building a Competitive Set

In order to build a relevant competitive set, onefourzero uses SimilarWeb's *Industry Analysis* module in order to evaluate a given industry and discover its leaders. It also uses sections such as *Similar Sites*, *Keyword Competitors* and *Audience Interests* to further review and identify the top industry players. Based on various metrics such as traffic share, category, similarity affinity and joint audiences, the **onefourzero team is able to identify the most relevant and dominating competitors.**

2. Market Analysis & Benchmarking

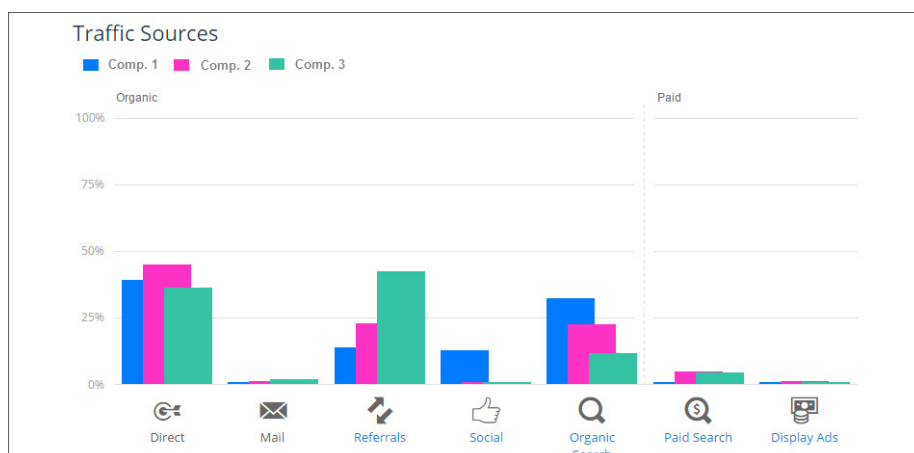
Once a competitive set is built, the onefourzero team creates market analysis reports by examining important performance metrics. The team is able to measure **market share***, quality of traffic, acquisition strategies and market stability. These are then benchmarked against the stats of the target company to assess its place in the market.



**Desktop Traffic Volume and Share for Companies 1,2 and 3*

3. Traffic Acquisition Analysis

To analyze the predominant acquisition strategy of the target company, onefourzero uses SimilarWeb's **Traffic Sources**** section. A side-by-side comparison of different sites, helps in assessing the brand's strength, and determine if a particular brand's strategy deviates from industry standards.

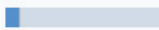



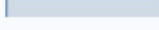
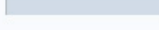
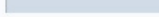


***Organic and Paid Traffic Sources for Companies 1,2 and 3*

To better understand each traffic source, the onefourzero team delves into the target company's traffic sources. Based on data provided by SimilarWeb, the team is able to estimate the company's marketing spend, its brand's strength and its partnership diversity. Using historical data, the team is able to track MoM, QoQ and YoY trends for each channel.

Each traffic channel can reveal factors such as:

- Direct visits - to indicate brand strength
- Referrals - to view affiliate and partner activities
- Paid Traffic (**Search*** & Display) - to calculate marketing spend based on purchased keywords and paid traffic volume
- Social - to gauge popularity among target audiences

Search terms 8,543 ⓘ	Traffic share ⬆️ ⓘ	Change ⓘ	Volume ⓘ	CPC ⓘ
...	9.16% 	↑ 11.98%	19,510	\$0.05
...	2.43% 	↓ -14.14%	7,620	\$0.08
...	1.83% 	↓ -8.75%	49,620	\$1.41
...	1.78% 	↑ 43.72%	181,250	\$1.21
...	1.56% 	↓ -27.63%	27,180	\$1.84
...	0.76% 	↑ 76.77%	26,190	\$2.3
...	0.71% 	↑ 132.45%	27,900	\$1.12

**Referring paid keywords to company X, with traffic share, MoM growth and avg. CPC per keyword*

Summary

Based on the aforementioned data-driven insights provided by SimilarWeb, onefourzero can successfully guide private equity firms in valuing a company according to realistic industry and market conditions. Fleur Hicks, Managing Director at onefourzero Group explains - *"With the data that we access through SimilarWeb, we can more effectively devise targeted strategies and forecast growth."*

About SimilarWeb

SimilarWeb helps you *discover, decide* and *deploy* your business strategies. Reveal your hidden blind spots and find the opportunities that you never knew existed for your digital success.

Set up a live demo with a SimilarWeb Consultant now!

