



puravida  
LIVE  FREE

# 25-POINT DIGITAL REVIEW & RDE SCORE

Prepared by  **ROI REVOLUTION**

# Your ROI Revolution Digital Evaluation (RDE) Score

Below industry benchmark

Optimization needed

Ready to scale

▲  
You are here

+0

Social  
Traffic

+3

Website  
Review

+3

Display Traffic  
& Engagement

+2

Amazon  
Review

+4

Organic  
Search Traffic  
& Engagement

+0

Branded vs.  
Non-Branded  
Traffic

+5

Paid Search  
Traffic &  
Engagement

You scored:

17

Out of 25

# +3

## Website Review

### RDE Scoring System

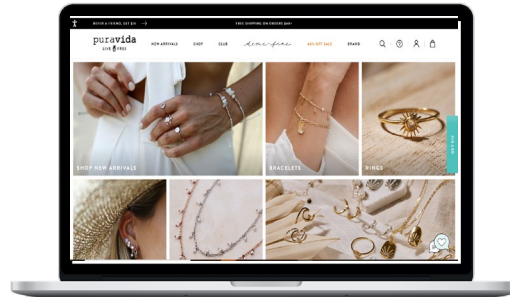
✘ -1

✔ +1

! +0

When compared against competitors

- ✘ 1. Value proposition is located above the fold
- ✔ 2. Ratings or reviews are included in the product listings
- ✔ 3. Home page showcases the breadth of products offered
- ✔ 4. Similar or recommended items are shown
- ✔ 5. No more than 4 products per row are shown

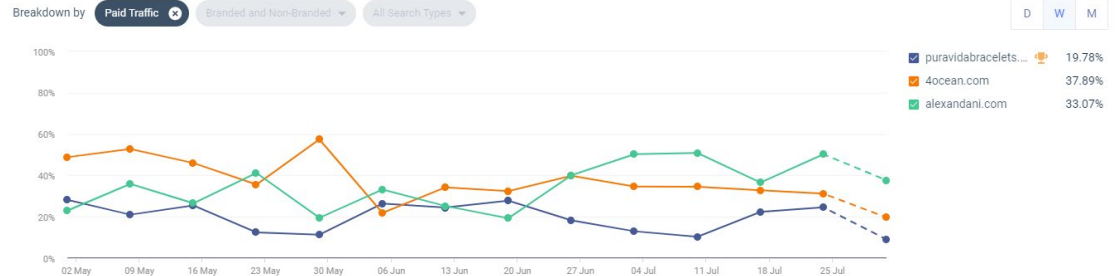




## Paid Search Traffic & Engagement

When compared against competitors

- ✓ 6. Bounce Rate is lower than competitors
- ✓ 7. Pages per visit in line with competitors
- ✓ 8. Visit Duration is above competitors
- ✓ 9. Traffic volume is above competitors
- ✓ 10. Monthly ad spend higher than competitors





## Organic Search Traffic & Engagement

When compared against competitors

- ✓ 11. Bounce Rate is above competitors
- ✓ 12. Pages per visit is above competitor set
- ✓ 13. Visit Duration is above competitor set
- ✓ 14. Traffic volume above is average for competitor set

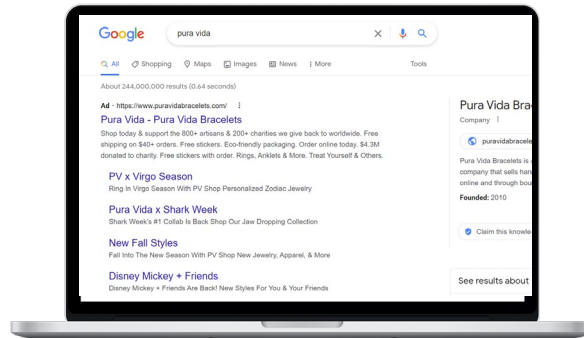
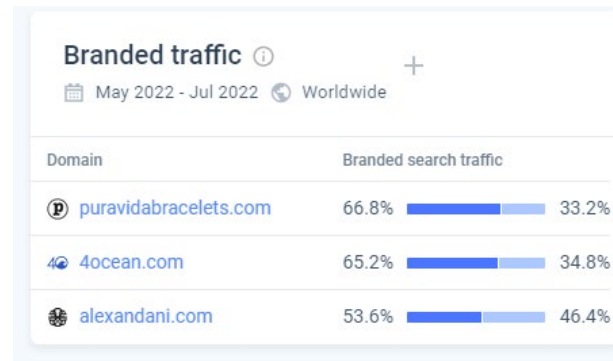




## Branded vs. Non-branded traffic

When compared against competitors

### ! 15. Average distribution of branded vs. non-branded traffic



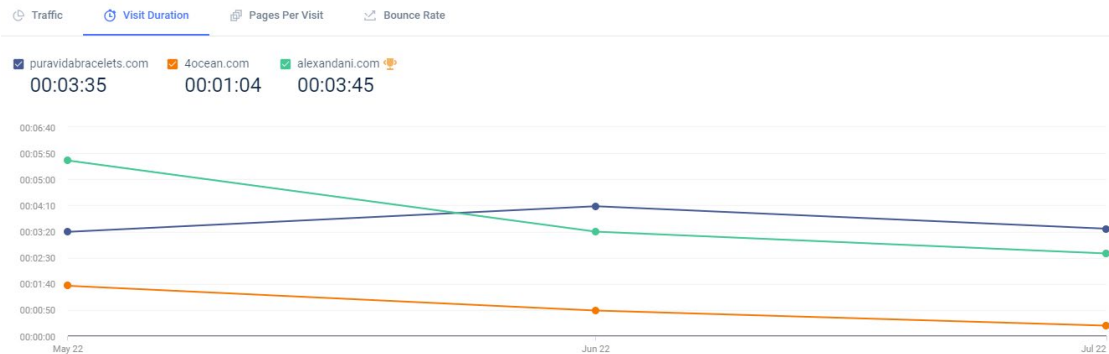
Opportunity to funnel  
more traffic through  
non-branded terms to  
increase exposure



## Display Traffic & Engagement

When compared against competitors

- ✓ 16. Bounce Rate is above competitor set
- ✓ 17. Pages per visit are average for competitor set
- ! 18. Visit Duration is in line with competitor set
- ✓ 19. Traffic volume is in line with competitors



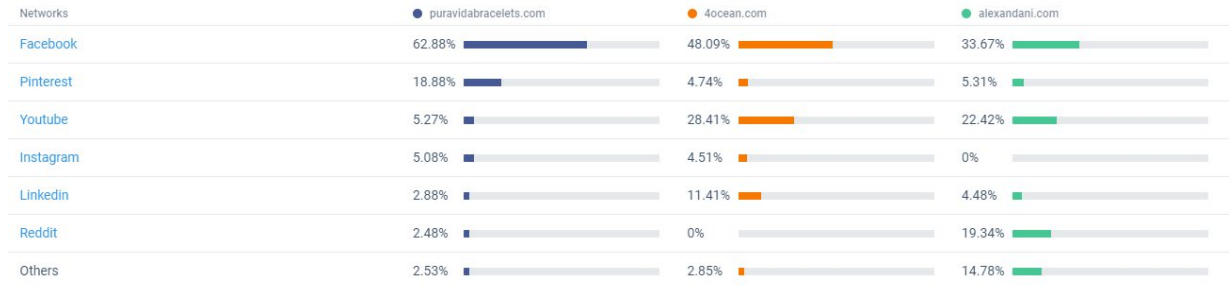


## Social Traffic

When compared against competitors

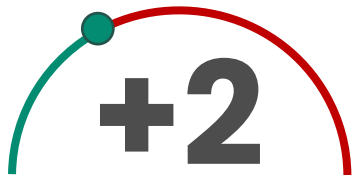
### ! 20. Average distribution of traffic

#### Social networks



Opportunity to invest more on  
YouTube advertising

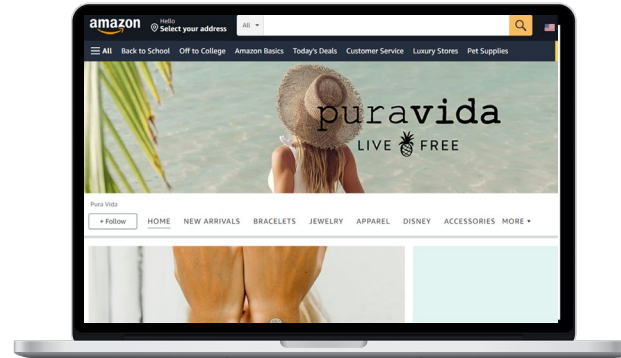




## Amazon Review

When compared against competitors

- ❗ 21. Sponsored products showing up for top terms
- ❗ 22. Sponsored brand logo & strong imagery
- ❗ 23. Strong product image & video usage
- ✅ 24. Strong product details
- ✅ 25. Strong brand store



# Your ROI Revolution Digital Evaluation Summary

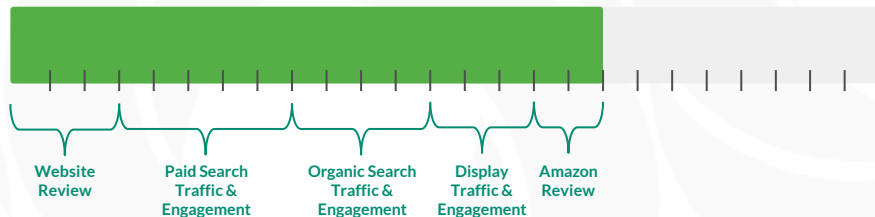
You scored

# 17

Out of 25

Based on your score and competitive analysis we recommend talking with our **Retail Media** team to explore ways to beat your competitors on Amazon

Overall RDE Score Progression



[Schedule a meeting](#) with your Account Manager, Danielle Kernodle, learn more about how your Amazon strategies stack up against your competition.

