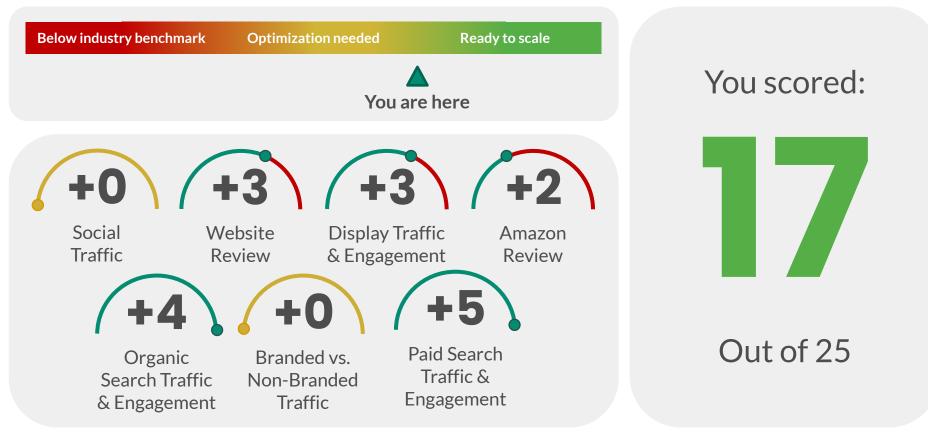
pura**vida**

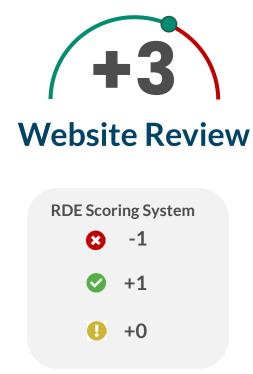
25-POINT DIGITAL REVIEW & RDE SCORE

Prepared by SROIREVOLUTION[®]

Your ROI Revolution Digital Evaluation (RDE) Score







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





7. Pages per visit in line with competitors

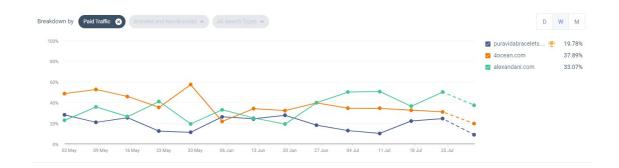




9. Traffic volume is above competitors



10. Monthly ad spend higher than competitors





+4 Organic Search Traffic & Engagement

When compared against competitors

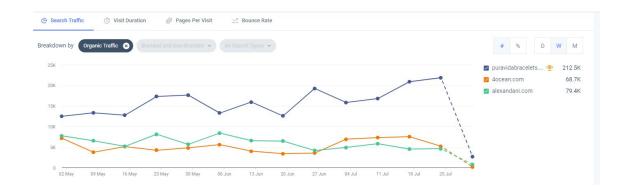
11. Bounce Rate is above competitors



12. Pages per visit is above competitor set



- 13. Visit Duration is above competitor set
- 14. Traffic volume above is average for competitor set







When compared against competitors

Google

pura vida

Ad - https://www.puravidabracelets.com/

PV x Virgo Season

New Fall Styles

Pura Vida x Shark Week Shark Week's #1 Collab Is Back Shop Our Jaw Dropping Collection

Disney Mickey + Friends

Pura Vida - Pura Vida Bracelets

Q All Ø Shopping Ø Maps 🖬 Images 🖬 News 👔 More

Ring In Virgo Season With PV Shop Personalized Zodiac Jewelry

Fall Into The New Season With PV Shop New Jeweiry, Apparel, & More

uney Mickey + Friends Are Back! New Styles For You & Your Friend

Shop today & support the 800+ artisans & 200+ charities we give back to worldwide. Free

shipping on \$40+ orders. Free stickers, Eco-friendly packaging, Order online today, \$4.3M donated to charity. Free stickers with order. Rings, Anklets & More. Treat Yourself & Others.

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

× 🌷 Q

Pura Vida Bra

puravidabras

Pura Vida Bracelets

online and through

Claim this kno

See results about

Founded: 2010

Company |



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



Display Traffic & Engagement

When compared against competitors





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





+0 Social Traffic

When compared against competitors

10. Average distribution of traffic

Social networks

puravidabracelets.com	4ocean.com	alexandani.com
62.88%	48.09%	33.67%
18.88%	4.74%	5.31%
5.27%	28.41%	22.42%
5.08%	4.51%	0%
2.88%	11.41%	4.48%
2.48%	0%	19.34%
2.53%	2.85%	14.78%
	62.88%	62.88% 48.09% 18.88% 4.74% 5.27% 28.41% 5.08% 4.51% 2.88% 11.41% 2.48% 0%

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. Stong brand store





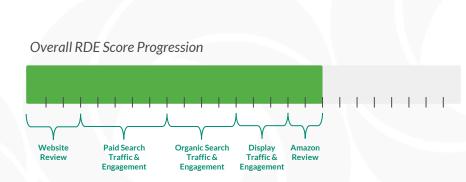
Your ROI Revolution Digital Evaluation Summary

You scored



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

Out of 25



<u>Schedule a meeting</u> with your Account Manager, Danielle Kernodle, learn more about how your Amazon strategies **stack up against your competition**.

