How Zwilling Conquers Local Markets Through Granular Analysis

Using Similarweb data, Zwilling's global Performance Marketing team is able to act as a consultant to their local marketing teams. This gives their local teams a big picture understanding of their markets. Similarweb data helps them to optimize multiple aspects of their marketing, including budget allocation, content opportunities, and more.

Mark Bogdahn Head of Performance Marketing and Customer Engagement, Zwilling

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ZWILLING J.A.HENCKELS

Zwilling J. A. Henckels AG is one of the largest and oldest manufacturers of kitchen knives for domestic and professional use. Founded in June 1731 by Peter Henckels it's also one of the oldest operating companies in the World.

THE CHALLENGE
Supporting local marketing teams with focused data

Zwilling's global team, located in Germany, was challenged with the task of acting as consultants to their teams located around the world. In order to do that the global team needed a way to understand each local market.

What's more the local marketing teams didn't have the resources or bandwidth to analyze their own markets.

THE SOLUTION
Taking a deep dive into local market trends

Mark Bogdahn leading the Zwilling's Global Performance Marketing team uses Similarweb to benchmark against competitors and identify trends in their local markets with the goal of improving performance. They focus on their competitors' creative advertising, paid search, and content marketing. This enables them to see how these metrics differ by country. Additionally, they find new price comparison and affiliate partners.

Top Countries ⓘ

📅 Sep 2022 - Aug 2023   🔲 All traffic

Country	Traffic Share	Change
🇺🇸 United ...	35.86%	↓ 9.15%
🇩🇪 Germa...	11.59%	↓ 14.11%
🇨🇦 Canada	11.46%	↑ 39.66%
🇯🇵 Japan	8.36%	↓ 10.27%
🇹🇷 Turkey	6.13%	↓ 3.39%

"Everything is faster with Similarweb. We are faster at finding things, faster at getting an overview, faster at bringing information to the countries... being more efficient."

Mark Bogdahn
Head of Performance Marketing, Zwilling

THE SUCCESS
## Granular data that enables decision making on a local level

Using Similarweb, Zwilling's Performance Marketing team supports their local teams by first broadly analyzing their local markets and benchmarking against their direct competitors in those markets.

They then look at specific metrics such as keywords for content ideas, evergreen vs seasonal content, paid search as well as analyzing product related content that works for their competitors.

This detailed analysis creates new traffic and revenue opportunities.

Total visits

3.609M

	3.609M
	651,724
	57.20M
	692,008
	1.028M

"The main reason we find Similarweb so valuable is that we can solve SEO questions, creative questions and content-related questions all at the same time."

Mark Bogdahn | Head of Performance Marketing | Zwilling
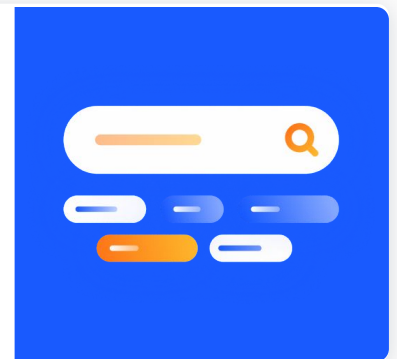
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