



Delivery Hero Success Story

Tracking competitors' ongoing activities to remain market leaders

With SimilarWeb PRO, DeliveryHero's two main food delivery brands, Pizza.de & Lieferheld.de, remain the numbers 1 and 3 food delivery sites in the German market.



Delivery Hero is a global network of online ordering platforms for food with more than 200,000 partner restaurants worldwide. The company owns two of the biggest food delivery websites in Germany - Pizza.de and Lieferheld.de.

Sections Used

- Top Sites
- Website Analysis > Website Audience, Traffic Sources

Competitive Analysis

Tracking Competitors' with Custom Indices

Delivery Hero's main marketing strategy revolves around two important practices: constantly monitoring competitors and creating reactive marketing strategies. To execute these, Delivery Hero uses SimilarWeb PRO, among other tools, to build indices of its competitors' sites and to conduct in-depth competitive analysis.

Discover

Delivery Hero monitors four different indices built by the company that are based on three different metric types:

- Two SERP Rank based metrics:
 - Searchmetrics SEO visibility
 - Sistrix.com visibility index
- Industry website ranking service that is based on unique visits and page views
- SimilarWeb Website Visits metric

To ensure reliability and accuracy, Delivery Hero constantly validates results against a fifth direct measurement index. This additional index is created with traffic stats taken from the Google Analytics data of Delivery Hero's own site and its partners' sites.

FOOD AND DRINK > RESTAURANTS AND DELIVERY		
GERMANY		
Rank	Domain	Category
1	pizza.de	Food and Drink > Restaurants and Delivery
2	lieferando.de	Food and Drink > Restaurants and Delivery
3	lieferheld.de	Food and Drink > Restaurants and Delivery
4	mcdonalds.de	Food and Drink > Restaurants and Delivery
5	joeys.de	Food and Drink > Restaurants and Delivery
6	delinero.de	Food and Drink > Restaurants and Delivery
7	bofrost.de	Food and Drink > Restaurants and Delivery
8	hallopizza.de	Food and Drink > Restaurants and Delivery
9	burgerking.de	Food and Drink > Restaurants and Delivery
10	funnypizza.de	Food and Drink > Restaurants and Delivery

Food delivery leaders in the German market - November 2015

Marketing Strategies

Competitive Analysis-Driven Marketing Strategies



By building a website rank index that is based on SimilarWeb PRO data, we've managed to reach an accuracy level of 95%, whereas other tools provided accuracy of only up to 80%. This has been consistent for every month since we first started using SimilarWeb PRO back in December 2013.



Carsten Hopf, Head of SEO Germany

About SimilarWeb

SimilarWeb helps you discover the strategies that will be your roadmap to digital success. Reveal your hidden blind spots and find the opportunities that you never knew existed.



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Decide

Delivery Hero updates its competitors' indices every month, allowing the company to track traffic changes on an ongoing basis. This strategy ensures the marketing team can quickly react to these changes based on in-depth analysis of the most active competitors' sites provided by SimilarWeb PRO.

- **SEO** – checking the change in traffic for top referring keywords.
- **Media Buying** – researching if the competitor began working with a new ad network or new publisher sites.
- **Affiliate Marketing** – investigating referring sites to see if new affiliates started working with the competitor, or if one of the existing affiliates began sending more traffic.
- **Social Marketing** – monitoring the growth in traffic for specific social networks.

Deploy

Armed with SimilarWeb, Delivery Hero's marketing team is able to:

- Target the best performing keywords either by increasing PPC spend or investing more in SEO.
- Find high quality publisher sites to add to their GDN campaigns or find new relevant ad networks.
- Identify new high quality affiliates and negotiate deals with them based on actual traffic potential for each.
- Optimize their social marketing campaigns by targeting the right networks and creating the best performing pages based on competitors' social activity.