

# Custom Market Analysis Report

- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google, And Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Prepared For:



**Company:** Carr Supply Inc.

**URL:** <https://products.carrsupply.com/>

**Date:** Nov 6, 2020

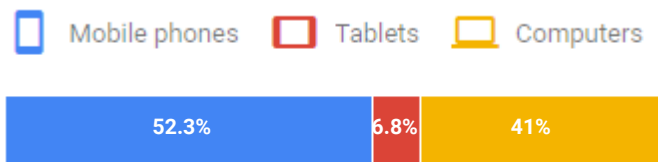
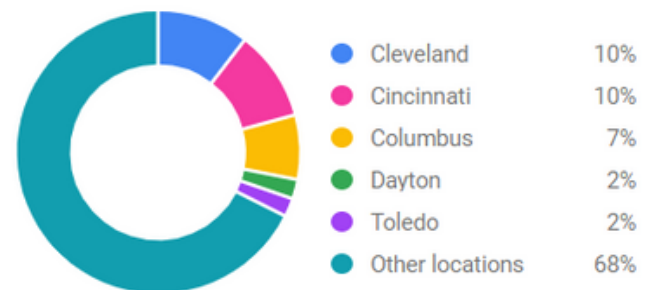
**Prepared by:** Elsie

**Location:** Columbus, OH

**Reach:** 13.8M



## Distribution Of Searchers:



*This many searches happen each month for your keywords on the next page:*

**350,000**

*This is the total cost to show up in front of every single one of them:*

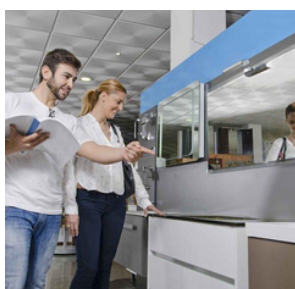
**\$56,000**

*The average bid price per click to show up above your competition is:*

**\$4.69**

*This is how many ideal people are available to visit your website from ads:*

**12,000**



The Showroom Marketing team studies & analyzes hundreds of thousands of monthly targeted web search that begin with "bath or kitchen showroom near me," product categories such as "bathroom vanities", "farmhouse sinks" or "soaking tubs", & specific brands such as **Toto**, **California Faucets**, **Waterstone**, & more, across hundreds of showroom URLs spanning North America, which REALLY means that we know EXACTLY what motivates web browsers to turn into buyers & sales opportunities in any market in both the B2C or B2B channels of commerce.

# Search Statistics Columbus, OH

Prepared For:



## Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Vanities	50,053.46
<input type="checkbox"/> Bathroom Vanities	30,654.19
<input type="checkbox"/> Toilets	18,895.89
<input type="checkbox"/> Shower Doors	12,757.20
<input type="checkbox"/> Bathroom Faucets	10,144.55
<input type="checkbox"/> Tub	9,713.80
<input type="checkbox"/> Kitchen Faucets	8,047.39
<input type="checkbox"/> Shower Heads	7,912.82
<input type="checkbox"/> Medicine Cabinets	6,936.79
<input type="checkbox"/> Shower Bases	6,166.04
<input type="checkbox"/> Door Hardware	5,550.23

## Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Store	702.95
<input type="checkbox"/> Bathroom Showroom	418.40
<input type="checkbox"/> Kitchen Showroom	288.65
<input type="checkbox"/> Bath Showroom	285.17
<input type="checkbox"/> Bath Store	53.74
<input type="checkbox"/> Cabinet Showroom	37.81
<input type="checkbox"/> Bathtub Store	29.81
<input type="checkbox"/> Bathroom Showroom near Me	20.55

**The Competitive Analysis** below is just a sample report. Once you have live ads, Google will share exactly how many % of the time your competitors are taking your spot. We can combine this with companies you already know to show your ads when someone types in your competitors.

## Brand Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> American Standard	20,427.72
<input type="checkbox"/> Moen	15,073.19
<input type="checkbox"/> Jetta	8,087.22
<input type="checkbox"/> Pfister	6,802.47
<input type="checkbox"/> Panasonic	4,757.69
<input type="checkbox"/> Insinkerator	4,410.42
<input type="checkbox"/> Delta Faucet	3,235.80
<input type="checkbox"/> Elkay	3,157.19
<input type="checkbox"/> Blanco	2,829.12
<input type="checkbox"/> Top Knobs	2,556.09

## Competitive Analysis:

Display URL domain	↓ Impression share	Overlap rate
You	56.45%	—
modernbathroom.com	35.48%	41.90%
kohlerexperiencecenterlax.com	33.06%	36.19%
builderssurplus.net	29.30%	33.81%
polarishomedesign.com	27.15%	32.86%
flooranddecor.com	17.20%	20.00%
homedepot.com	12.63%	15.71%
homeadvisor.com	< 10%	7.14%
thekitchenstore.net	< 10%	6.67%
rebacksplumbing.com	< 10%	7.14%
labathroomvanities.com	< 10%	5.24%