

# Performics

## BENCHTOOLS™ My Competitor Groups

Version: **DRAFT**  
Date: January 2014  
Last Modified: Fri Aug 05 2016  
Proprietary & Highly Confidential

**Change Log**

Last Modified: Fri Aug 05 2016

Confidential, For Performics Internal Use Only

2 of 25

DATE	PAGE	CHANGES
8/17	3	v2 feature: added icon to copy competitor group
8/17	13	v2 feature: added copy competitor group modal
8/5	6	added selected filters on the modal
8/5	8	changed max competitors from 30 to 40
8/5	14	added confirmation message after bulk updating

DATE	PAGE	CHANGES
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User Scenario: User wants to compare their current competitor lists to top advertisers...

global nav

<Client Name>

Discover and Manage Competitors for <study name>

Discover and add new competitors

[back to <page>](#)

Filter

07/20/15 - 07/21/15 Yesterday

1 / 6 Targets SEM  
282 / 282 Keywords

Not Applicable

All Display URLs Seen	Coverage %	Rank	Add
▶ http://www.bmwusa.com/	95	4.0	➔
▶ http://www.audiusa.com/	92	5.1	➔
▶ zappos.com	87	7.5	➔
▶ http://www.lamborghini.com...	82	4.2	➔
▶ http://www.chevrolet.com/	82	0.5	➔
▶ matrix.com.tr	81	9.4	➔
▶ http://www.lexus.com/	75	6.2	➔
▶ http://www.vw.com/	73	2.5	➔
▶ http://www.mbusa.com/merce...	70	3.8	➔
▶ footlocker.com	62	5.1	➔
▶ sacintarzin.com	61	7.5	➔
▶ allsportsuniforms.net	53	4.2	➔
▶ http://www.ford.com/	51	0.5	➔
▶ http://www.R400.com/	51	0.5	➔
▶ http://www.vw.com/	51	0.5	➔

Manage your competitor groups

My Competitor Groups 4.0

★ Google Competitors (09) bulk update | edit | 1.0 +

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My Brand

Coverage %	Rank
■ nike.com	71 9.1 <span style="float: right;">edit</span>

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My Competitors

Competitors	Coverage %	Rank	
■ zappos.com	87	7.5	edit   3.0 +
■ 6 PM	53	4.2	edit   5.0 +
■ amazon.com	82	4.2	edit   2.0 +
■ Dicks Sporting Goods	87	7.5	edit   8.0 +
■ EAST-BAY	81	9.4	edit   1.0 +
■ epicsports.com	75	6.2	edit   6.0 +
■ footlocker.com	62	5.1	edit   3.0 +
■ allsportsuniforms.net	53	4.2	edit   6.0 +

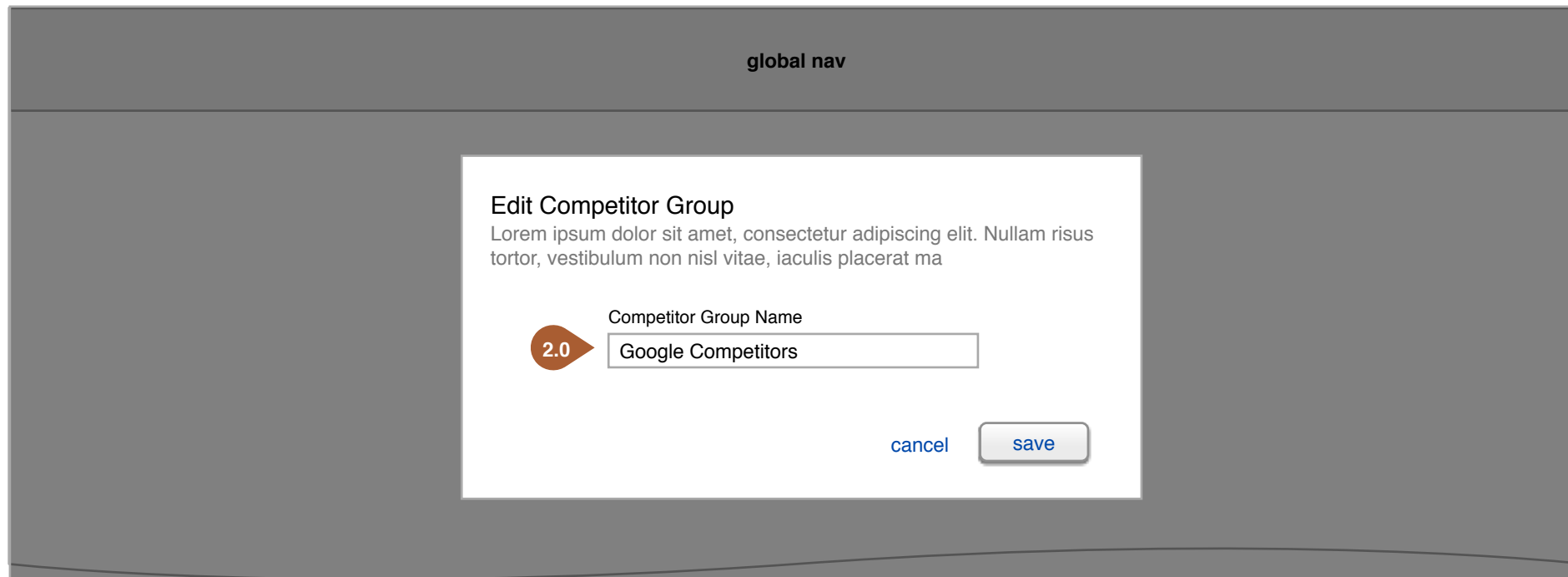
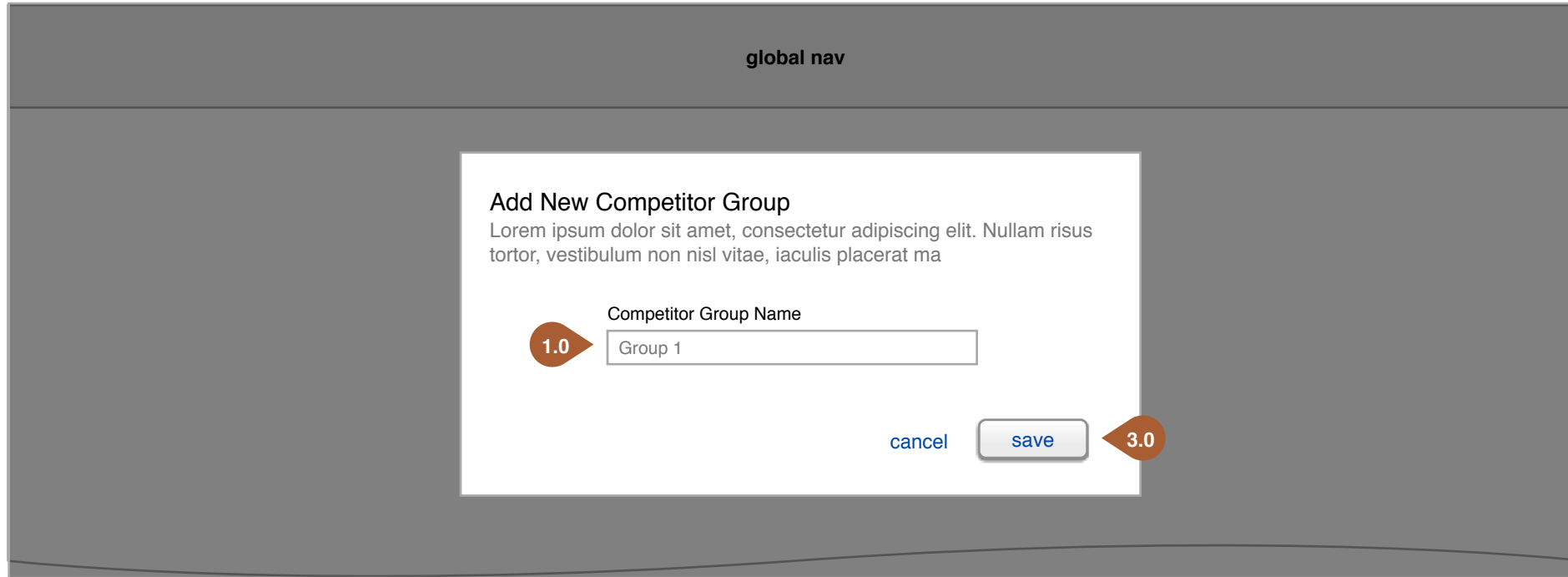
Specification Annotations

ID	UI	Event	System Response
1.0	icon	on click	reference pg 4
2.0	text link	on click	reference pg 4
3.0	text link	on click	reference pg 5
4.0	icon	on click	- adds the competitor to the selected competitor group - if user clicks multiple times, <b>reference pg 10</b> the competitor name will display in the selected competitor group with the COPY suffix - on hover display... "add to your competitor group"
5.0	button	on click	- v2 - <b>reference pg 6 - 7</b> - on hover display... "Bulk update my selected competitor group"
6.0	icon	on click	reference pg 9
7.0	icon	on click	reference pg 12
8.0	icon	on click	- v2 - <b>reference pg 13</b>

Behavior Annotations

1.0	Competitors will display the coverage and rank
2.0	Competitors filters will be disabled; the summary view will always display "Not Applicable"
3.0	for all competitors in the landscape report that currently exist in the competitor group, highlight each competitor with the color associated with it in the competitor group
4.0	- only 1 competitor can be seen at a time hence the drop down menu - each competitor group will display the total number of competitors it has... (##) - the number will dynamically update when a competitor is deleted or added
5.0	- once the competitor has been added to the competitor group, the row will highlight with the color associated to the newly added competitor - if the competitor was added more then once, the landscape report will display the color associated to the first added competitor. for example, bmw.com was added and blue was associated to it, bow.com was added again (bmw.com COPY) and red was associated to it, the color displayed in the landscape if blue not red
6.0	displays competitor names, not URLs

User Scenario: User adding or editing a competitor group...



Behavior Annotations

1.0	- current rules applies, form field will populate with a generic group name - field is editable
2.0	- current rules applies, prepopulate the form field with the competitor group name - field is editable
3.0	- after user adds/saves a new group, the drop down menu will display the newly added group - the newly added group will only display "my brand" with the option to click to add a new competitor

User Scenario: User is editing or adding a competitor...

global nav

<Client Name>
back to <page>

Filter

07/20/15 - 07/21/15 Yesterday

1 / 6 Targets SEM 282 / 282 Keywords

Google Competitors

Go!

### My Comp

Discover n search pre

Show all s

▶ http://ww
▶ http://ww
▶ zappos.c
▶ http://ww
▶ http://ww
▶ matrix.cc
▶ http://ww
▶ http://www.vw.com/ +
▶ http://www.mbusa.com/merce... +
▶ footlocker.com +
▶ sacintarzin.com +
▶ allsportsuniforms.net +
▶ http://www.ford.com/ +

#### Edit competitor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus tortor, vestibulum non nisl vitae, iaculis placerat magna. Morbi ut laoreet massa.

2.0

▼

3.0

+

Primary Search URL:

3.0

Add multiple (vanity) URLs (5 max) if you want to see coverage based on at least one of these URLs appearing in SEM/SEO each time a keyword is queried

---

Exclude URLs (5 max) to exclude coverage from the URL above each time a keyword is queried

Primary YouTube Username:

optional

cancel

Behavior Annotations	
<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px 5px; color: white;">1.0</span>	- current rules applies
<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px 5px; color: white;">2.0</span>	- update the current "color" icon to display a square of the color associated to the competitor with a drop down arrow - clicking on the drop down arrow or color will display the color picker
<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px 5px; color: white;">3.0</span>	- when adding a new competitor, all fields are blank

User Scenario: v2 - User is bulk adding competitors to their selected competitor group...

**global nav**

back to <page>

**Bulk Update**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus tortor, vestibulum non nisl vitae, iaculis

**Selected filters:**

Dates: Last 3 months

Targets: google / us / english / desktop  
 yahoo / us / english / desktop  
 bing / us / english / desktop  
 youtube / us / english / desktop  
 google / us / english / tablet / ios / at&t

Search Types: SEM  
 SEO

Keywords Groups: Clothes 15 Keywords 15 Selected  
 Shoes 10 Keywords 5 Selected  
 Keyword Group 1: 15 Keywords 9 Selected

1.0 Add the top 15 URLs with the highest coverage to my existing competitors.

2.0 Replace your competitors with the top 15 URLs with the highest coverage.

3.0 save

cancel

Filter

07/20/15 - 07/21/15 Yesterday

1 / 6 Targets SEM 282 / 282 Keywords

Not Applicable

Go!

Discover search

http://www.mbusa.com/merce... 70% 3.8

footlocker.com 62% 5.1

sacintarzin.com 61% 7.5

allsportsuniforms.net 53% 4.2

http://www.ford.com/ 51% 0.5

eastbay.com 81% 9.4

epicsports.com 75% 6.2

footlocker.com 73% 2.5

allsportsuniforms.net 70% 3.8

**Specification Annotations**

ID	UI	Event	System Response
1.0	radio buton	on click	- "adding" option is the selected default
2.0	drop down	on click	- the drop down menu is dynamic - based on how many competitors the selected competitor group has the drop down will displays the appropriate number; see bis rules doc - the group will never exceed the 30 max competitors
3.0	button	on click	- adds the competitors in the Landscape report with the highest coverage to the selected competitor group - the competitors are added and the URLs serve as the competitor name

**Behavior Annotations**

1.0	display the selected filters, for the keyword groups display the keyword group name along with how many total keywords and how many total selected keywords
-----	---

User Scenario: v2 - User is bulk replacing competitors to their selected competitor group...

**global nav**

Client Name back to <page>

My Competitor Profiles for <study name>

Discover new competitors based on their search profile See my competitor groups

**Bulk Update**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus tortor, vestibulum non nisl vitae, iaculis

Add the top 15 ▼ URLs with the highest coverage to my existing competitors. 1.0

Replace your competitors with the top 15 ▼ URLs with the highest coverage. 2.0

cancel

URL	Coverage	Rank
▶ http://www.lamborghini.com/ +	82%	4.2
▶ http://www.chevrolet.com/ +	82%	0.5
▶ matrix.com.tr +	81%	9.4
▶ http://www.lexus.com/ +	75%	6.2
▶ http://www.vw.com/ +	73%	2.5
▶ http://www.mbusa.com/merce... +	70%	3.8
▶ footlocker.com +	62%	5.1
▶ sacintarzin.com +	61%	7.5
▶ allsportsuniforms.net +	53%	4.2
▶ http://www.ford.com/ +	51%	0.5

Specification Annotations			
ID	UI	Event	System Response
1.0	drop down	on click	reference bis rules doc
2.0	button	on click	- replaces all current competitors in the selected competitor group with the competitors with the highest coverage in the Landscape report - the competitors are added and the URLs serve as the competitor name - <b>ref pg 14</b> for confirmation message

User Scenario: v2 - User exceeded 30 competitors when bulk adding...

global nav

---

Client Name
back to <page>

### My Competitor Profiles for <study name>

Discover new competitors based on their search presence

See my competitor groups

Filter

07/20/15 - 07/21/15 Yesterday

1 / 6 Targets SEM  
282 / 282 Keywords

Not Applicable

Go!

Show all

URL	Coverage	Rank
▶ http://w		
▶ http://w		
▶ zappos.		
▶ http://w		
▶ http://w		
▶ matrix.com.tr +	81%	9.4
▶ http://www.lexus.com/ +	75%	6.2
▶ http://www.vw.com/ +	73%	2.5
▶ http://www.mbusa.com/merce... +	70%	3.8
▶ footlocker.com +	62%	5.1
▶ sacintarzin.com +	61%	7.5
▶ allsportsuniforms.net +	53%	4.2
▶ http://www.ford.com/ +	51%	0.5

bulk update

Competitor	Coverage	Rank	edit   ✕
add a new competitor			
	92%	5.1	edit   ✕
	53%	4.2	edit   ✕
amazon.com	82%	4.2	edit   ✕
dickssportinggoods.com	87%	7.5	edit   ✕
eastbay.com	81%	9.4	edit   ✕
epicsports.com	75%	6.2	edit   ✕
footlocker.com	73%	2.5	edit   ✕
allsportsuniforms.net	70%	3.8	edit   ✕

**Bulk Update**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus tortor, vestibulum non nisl vitae, iaculis

You have the maximum of 40 competitors for this group. You cannot add anymore. To add, please delete existing competitors in your group.

Add the top 15 ▼ URLs with the highest coverage to my existing competitors.

Replace your competitors with the top 15 ▼ URLs with the highest coverage.

cancel save

**Behavior Annotations**

**1.0** - if the selected competitor group already has the 40 max competitors, display message  
- the only option is to replace competitors

User Scenario: User wants to copy a competitor...

**Copy Competitor**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam risus tortor, vestibulum non nisl vitae, iaculis

You're copying...  
 1.0 zappos.com

Select which competitor groups you would like to add to  
 you can only add to groups with less then 30 competitors

- Primary Competitors ★ 5 Competitors
- Google Competitors 18 Competitors
- Apparel Only Ccompetitors 30 Competitors

---

competitor already exists in in the following groups 3.0

- Footwear Only Competitors 20 Competitors
- Generic Competitors 14 Competitors

cancel copy 2.0

Coverage	Rank	edit
87%	7.5	edit
53%	4.2	edit
82%	4.2	edit
87%	7.5	edit
81%	9.4	edit
75%	6.2	edit
62%	5.1	edit
53%	4.2	edit

Specification Annotations

ID	UI	Event	System Response
1.0	button	on click	copies the competitor name and primary URL/youtube username to all selected competitors

Behavior Annotations

1.0	displays the competitor name
2.0	displays all competitor groups
3.0	- if the competitor is already in a competitor group(s), display label and the groups below it

User Scenario: User is adding a competitor that already exists in the competitor group...

global nav

---

Client Name
back to <page>

### My Competitor Profiles for <study name>

Discover new competitors based on their search presence

See my competitor groups

My Competitor Groups

Google Competitors

bulk update

edit | ✕

cancel   **add**   1.0

Coverage ▾   Rank ▾

Click to add a new competitor

▶ http://www.lamborghini.com... +	82%	4.2
▶ http://www.chevrolet.com/ +	82%	0.5
▶ matrix.com.tr +	81%	9.4
▶ http://www.lexus.com/ +	75%	6.2
▶ http://www.vw.com/ +	73%	2.5
▶ http://www.mbusa.com/merce... +	70%	3.8
▶ footlocker.com +	62%	5.1
▶ sacintarzin.com +	61%	7.5
▶ allsportsuniforms.net +	53%	4.2
▶ http://www.ford.com/ +	51%	0.5

■ zappos.com	92%	5.1	edit   ✕
■ 6pm.com	53%	4.2	edit   ✕
■ amazon.com	82%	4.2	edit   ✕
■ dickssportinggoods.com	87%	7.5	edit   ✕
■ eastbay.com	81%	9.4	edit   ✕
■ epicsports.com	75%	6.2	edit   ✕
■ footlocker.com	73%	2.5	edit   ✕
■ allsportsuniforms.net	70%	3.8	edit   ✕

**Duplicate Competitors**

This competitor already exist in this group. Would you like to continue to add it?

cancel   **add**   1.0

**Specification Annotations**

ID	UI	Event	System Response
1.0	icon	on click	- the competitor name will display in the selected competitor group with the COPY suffix

**Behavior Annotations**

1.0	modal displays if the competitor primary search URL already exist in the selected competitor group
-----	--

User Scenario: User is adding a competitor to a competitor group with 30 competitors...

global nav

Client Name
back to <page>

### My Competitor Profiles for <study name>

Discover new competitors based on their search presence

1 / 6 Targets  
SEM  
282 / 282 Keywords

Not Applicable

Go!

See my competitor groups

My Competitor Groups

Google Competitors

bulk update

30 Maximum Competitors

You cannot add a competitor to a group with 30 competitors. Please delete a competitor to add another.

close

▶ http://www.lamborghini.com... +	82%	4.2
▶ http://www.chevrolet.com/ +	82%	0.5
▶ matrix.com.tr +	81%	9.4
▶ http://www.lexus.com/ +	75%	6.2
▶ http://www.vw.com/ +	73%	2.5
▶ http://www.mbusa.com/merce... +	70%	3.8
▶ footlocker.com +	62%	5.1
▶ sacintarzin.com +	61%	7.5
▶ allsportsuniforms.net +	53%	4.2
▶ http://www.ford.com/ +	51%	0.5

Behavior Annotations

1.0 modal displays if the selected competitor group has the 30 max competitors and user tries to add one

User Scenario: User expands the landscape report...

global nav

<Client Name>
back to <page>

### Discover and Manage Competitors for <study name>

Discover and add new competitors
Manage your competitor groups

All Display URLs Seen

	Coverage %	Rank	Est Spend	Est Impression	Add
▶ http://www.bmwusa.com/	95	3.8	5122.06	5351	➔
▶ http://www.audiusa.com/	92	5.1	575.78	9135	➔
▶ zappos.com	87	7.5	465.12	57215	➔
▶ http://www.lamborghini.com/blahblahbla	82	4.2	1001	38	➔
▶ http://www.chevrolet.com/	82	0.5	1.37	1257	➔
▶ matrix.com.tr	81	9.4	79.39	53	➔
▶ http://www.lexus.com/	75	6.2	2.27	947	➔
▶ http://www.vw.com/	73	2.5	59.63	12354	➔
▶ http://www.mbusa.com/merceblahblahblah/blahblah/blahblah/blah	70	3.8	3.2	90890	➔
▶ footlocker.com	62	5.1	632.51	59	➔
▶ sacintarzin.com	61	7.5	1020.1	19	➔
▶ allsportsuniforms.net	53	4.2	1977	56181	➔
▶ http://www.ford.com/	51	0.5	1982	952	➔
▶ http://www.R400.com/	51	0.5	419.19	62	➔
▶ http://www.vw.com/	51	0.5	1019.1	45081	➔

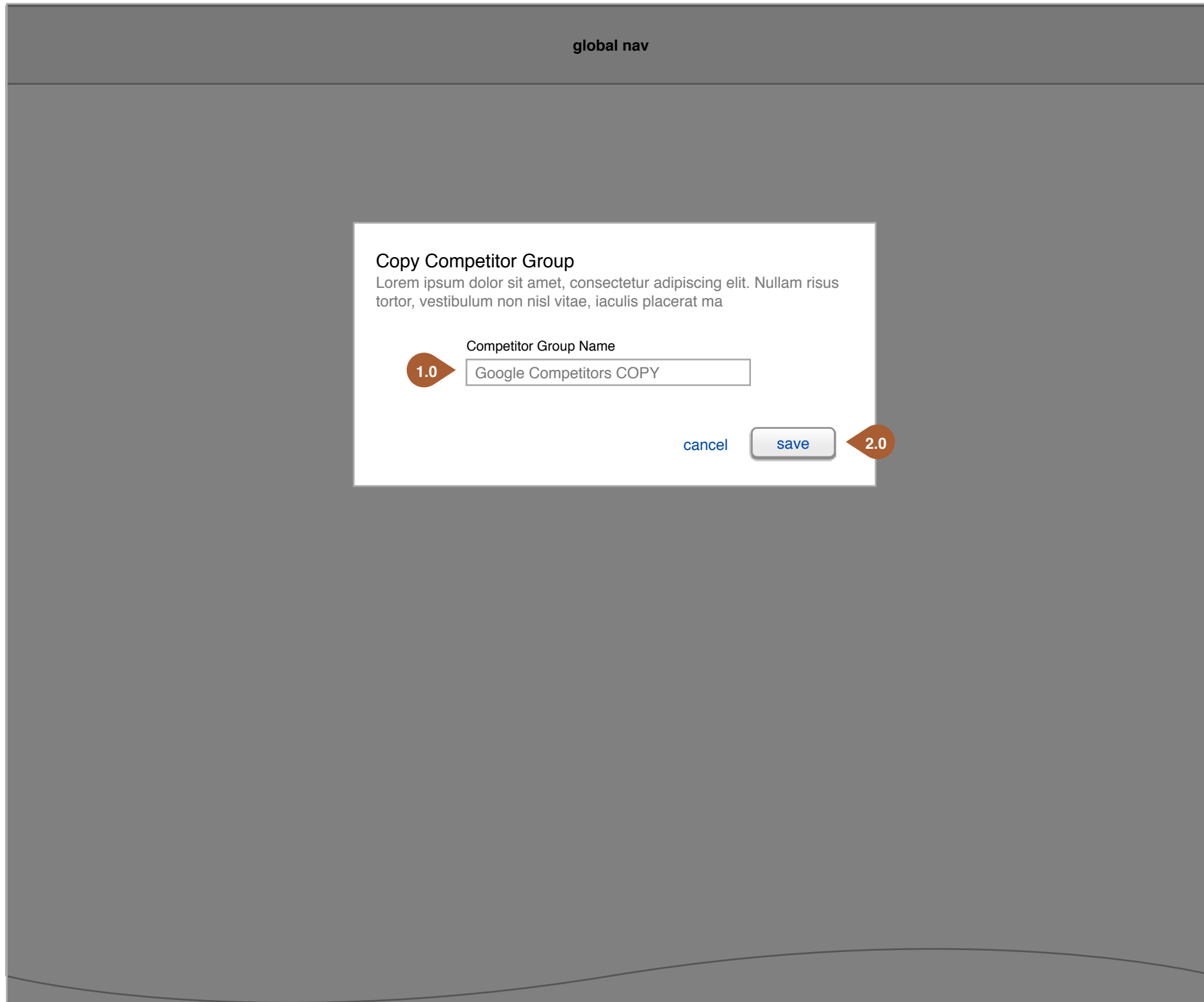
Specification Annotations

ID	UI	Event	System Response
1.0	icon	on click	reverts to the the default view, <b>reference pg 3</b> , adds the competitor to the selected competitor group
2.0	icon	on click	reverts to the the default view, <b>reference pg 3</b>

Behavior Annotations

1.0	- if user has uploaded spend and aligned with the filters, display the est spend and est impression columns - if not, only display coverage and rank columns
2.0	with the added real estate display as much as the URL as possible

User Scenario: v2 - User copying a competitor group...



Behavior Annotations

1.0	- current rules applies, form field will populate with the group named being copied ending in with "COPY" - field is editable
2.0	- after user copies/saves a new group, the drop down menu will display the newly copied group - the newly copied group will display all copied competitors

User Scenario: User wants to compare their current competitor lists to top advertisers...

global nav

Filter

←

07/20/15 - 07/21/15 Yesterday

1 / 6 Targets SEM 282 / 282 Keywords

Not Applicable

Go!

## <Client Name>

Discover and Manage Competitors for <study name>

Discover and add new competitors

[back to <page>](#)

**1.0** You successfully <added or replaced> competitors in your group.

export

All Display URLs Seen	Coverage %	Rank	Add
▶ http://www.bmwusa.com/	95	3.8	➔
▶ http://www.audiusa.com/	92	5.1	➔
▶ zappos.com	87	7.5	➔
▶ http://www.lamborghini.com...	82	4.2	➔
▶ http://www.chevrolet.com/	82	0.5	➔
▶ matrix.com.tr	81	9.4	➔
▶ http://www.lexus.com/	75	6.2	➔
▶ http://www.vw.com/	73	2.5	➔
▶ http://www.mbusa.com/merce...	70	3.8	➔
▶ footlocker.com	62	5.1	➔
▶ sacintarzin.com	61	7.5	➔
▶ allsportsuniforms.net	53	4.2	➔
▶ http://www.ford.com/	51	0.5	➔
▶ http://www.R400.com/	51	0.5	➔
▶ http://www.vw.com/	51	0.5	➔

Manage your competitor groups

My Competitor Groups

☆ Google Competitors (09) bulk update edit +

My Brand	Coverage %	Rank
■ nike.com	71	9.1 <span>edit</span>

My Competitors

Competitors	Coverage %	Rank
■ zappos.com	87	7.5 <span>edit</span> <span>+</span>
■ 6 PM	53	4.2 <span>edit</span> <span>+</span>
■ amazon.com	82	4.2 <span>edit</span> <span>+</span>
■ Dicks Sporting Goods	87	7.5 <span>edit</span> <span>+</span>
■ EAST-BAY	81	9.4 <span>edit</span> <span>+</span>
■ epicsports.com	75	6.2 <span>edit</span> <span>+</span>
■ footlocker.com	62	5.1 <span>edit</span> <span>+</span>
■ allsportsuniforms.net	53	4.2 <span>edit</span> <span>+</span>

Behavior Annotations

**1.0** - displays confirmation message

- same rules apply, disappear after XX seconds