

kapok.com vs lanecrawford.com.hk

**Oct 2024**



# Overall performance - Oct 2024

## Engagement ⓘ

Metric	● ka-pok.com	● lanecrawford.com.hk
📅 Monthly visits	142,526	<b>250,515</b> 🏆
👤 Monthly unique visitors	72,358	<b>131,239</b> 🏆
👤 Visits / Unique visitors	<b>1.97</b> 🏆	1.91
👥 Deduplicated audience <span>BETA</span>	66,418	<b>111,267</b> 🏆
🕒 Visit duration	00:00:52	<b>00:01:56</b> 🏆
📄 Pages per visit	<b>4.73</b> 🏆	3.42
📈 Bounce rate	<b>25.01%</b> 🏆	41.26%
📄 Page Views	674,323	<b>855,613</b> 🏆

- LC shows strong traffic and stickiness with higher visit per unique users. However, KP demonstrated a stronger customer engagement throughout the journey as the figure tells the story - visitor tends to browse more pages, which also leads to a high page views volume despite the less traffic, complemented by a very low bounce rate. The website is delivering an engaging content to keep people interested.



# Channel overview

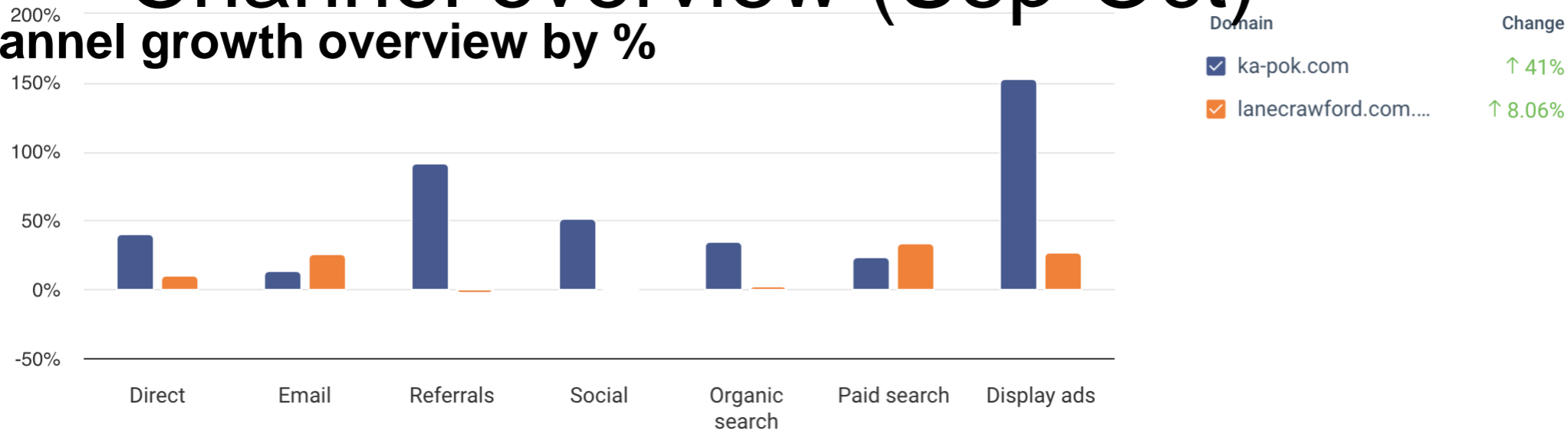


- By %, KP and LC website traffic are both driven by Direct and Organic. Showing a relatively strong revisiting behaviour.
- Referral and Social traffic are similar for both website showing a similar approach and effort spent on the channel.
- Paid Search traffic is stronger in LC at 10% (KP at less than 5%).



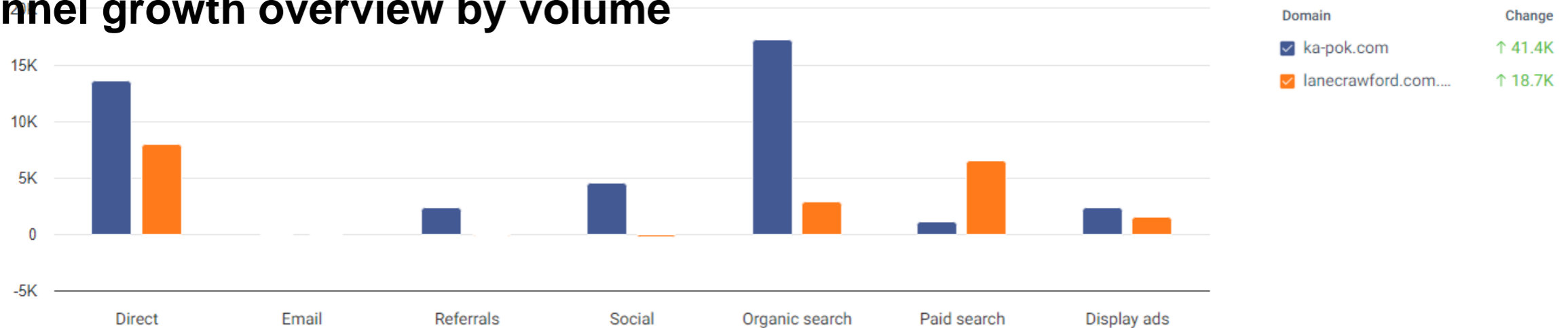
# Channel overview (Sep-Oct)

## Channel growth overview by %



- In terms of MoM channel traffic by percentage, KP sees significant improvement with **strong traffic share increment**, effort made on Display (+154%), Referrals (+91%), Social (+52%), Direct and Organic (+40%&+35%). Total traffic increased by 41%

## Channel growth overview by volume



- By volume, KP sees strong Direct & Organic search at 13.7k and 17.3k respectively outperformed LC with 8k & 2.9k, more details on the next slide.




# KP Direct & Organic search Sep – Oct 24

Organic Keywords	Clicks	Traffic	Change	Desktop Share	Mobile Share	KD	Intent	Volume	CPC	Zero-Click	Top URL
<b>andwander</b>	80	1.20%	700.00%	87.50%	12.50%	45	Navigational, Transactional	7,970	\$ 0.46	36.32%	ka-pok.com/collections/and-wander
<b>veja hk</b>	70	1.05%	600.00%	100.00%	0%	N/A		320	-	57.13%	ka-pok.com/collections/veja
<b>kapok hk</b>	560	8.43%	409.09%	39.29%	60.71%	34	Navigational	810	-	41.03%	ka-pok.com/en-au
<b>common projects on sale</b>	<50	0.45%	200.00%	100.00%	0%	3		440	\$ 1.25	63.71%	ka-pok.com/collections/common-projects
<b>grams28</b>	60	0.90%	100.00%	50.00%	50.00%	25	Transactional, Navigational	12,410	\$ 9.04	44.61%	ka-pok.com/collections/grams28
<b>norda</b>	<50	0.60%	100.00%	25.00%	75.00%	28	Transactional, Navigational	38,960	\$ 0.67	50.46%	ka-pok.com/collections/norda
<b>gift</b>	<50	0.30%	100.00%	50.00%	50.00%	52	Informational, Transactional	408,080	\$ 0.58	70.89%	ka-pok.com/collections/gifts
<b>veja sneakers</b>	<50	0.30%	100.00%	0%	100.00%	39	Transactional	133,770	\$ 0.68	50.52%	ka-pok.com/collections/veja
<b>hibi</b>	<50	0.30%	100.00%	50.00%	50.00%	28	Informational	7,410	\$ 0.12	60.32%	ka-pok.com/en-intl/collections/hibi
<b>cafune</b>	100	1.51%	42.86%	30.00%	70.00%	36	Navigational	87,640	\$ 0.88	59.26%	ka-pok.com/collections/cafune
<b>kapok hong kong</b>	90	1.36%	28.57%	100.00%	0%	N/A		570	-	27.98%	ka-pok.com/en-intl
<b>apc</b>	60	0.90%	20.00%	50.00%	50.00%	68	Navigational	447,020	\$ 0.71	48.70%	ka-pok.com/collections/apc
<b>and wander</b>	80	1.20%	14.29%	50.00%	50.00%	36	Transactional, Navigational	29,550	\$ 0.85	38.95%	ka-pok.com/collections/and-wander

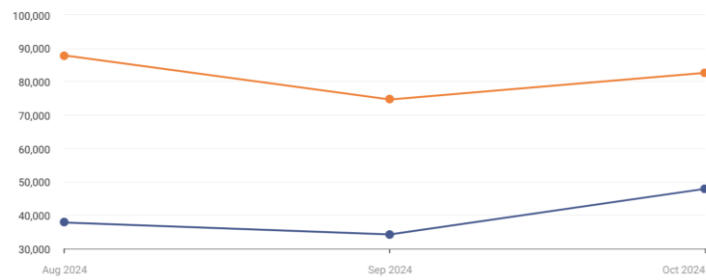
- With the strong organic traffic, above sees the MoM change on organic traffic KW that brings to KP.



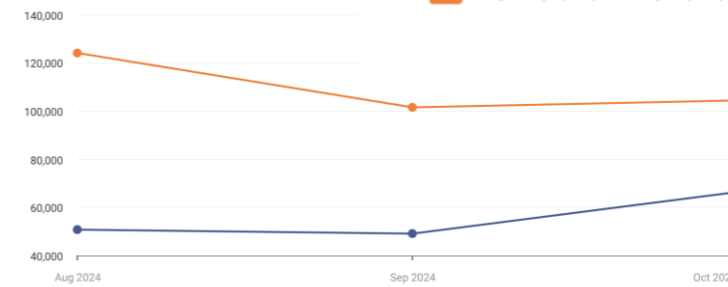
# Channel overview (Aug – Oct)

Domain	Total Traffic
<input checked="" type="checkbox"/> ka-pok.com	348,597
<input checked="" type="checkbox"/> lanecrawford.com...	755,146 

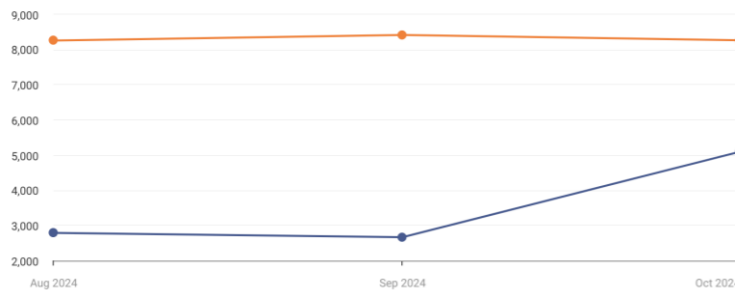
## Direct



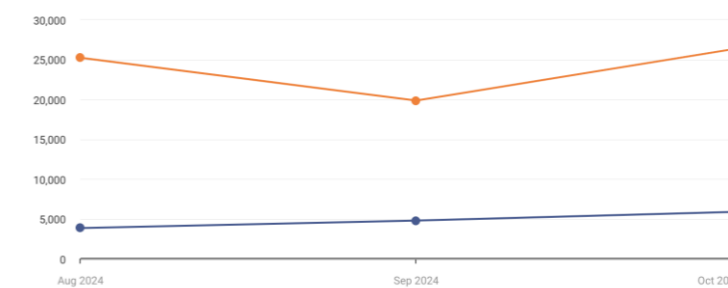
## Organic



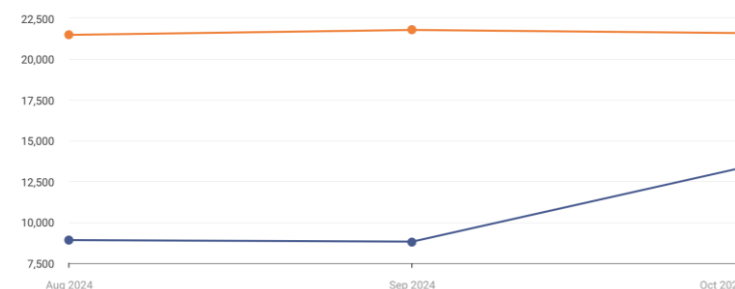
## Referral



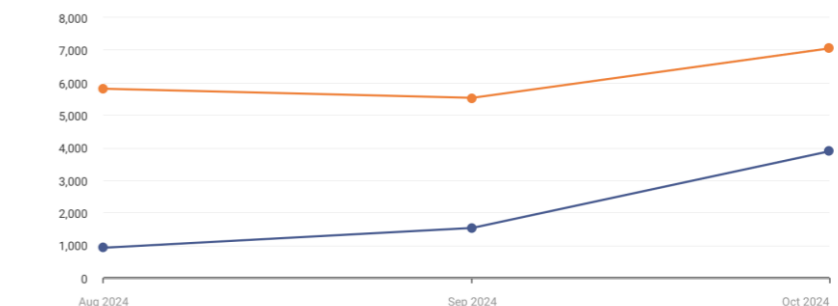
## Paid



## Social



























## Display



- From Aug, we see a traffic increase in Display in both KP and LC, showing a strengthen visual-driven approach on marketing
- A dip in traffic is seen in Sep for both websites. However, Oct sees a strong pick up in traffic of most marketing channels.
- In KP, Referral traffic and Social traffic is strong and they increase by 91% & 52% compared to Sep.
- In KP, Direct and Organic also see healthy growth since Sep.

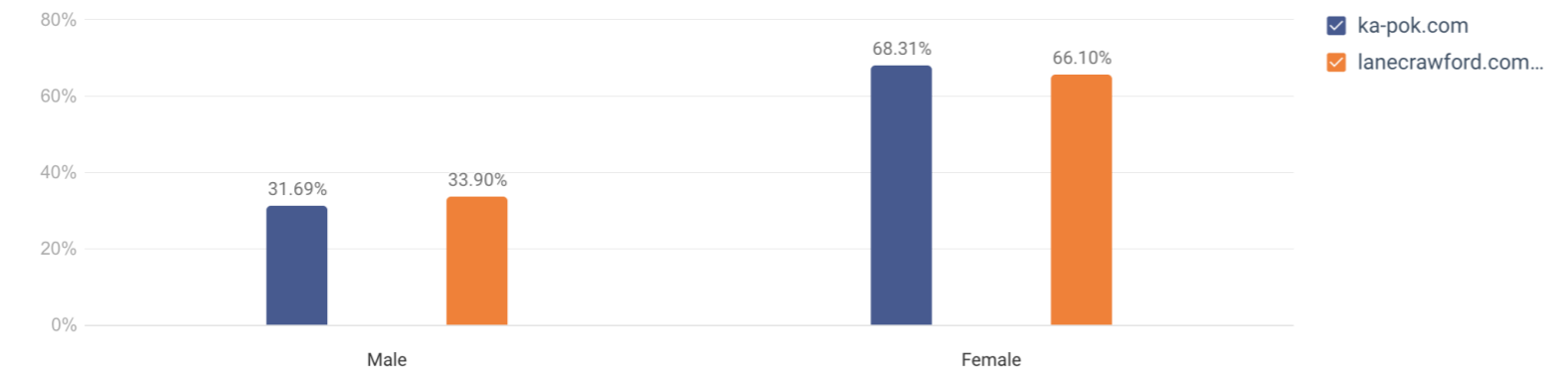


# Most cross-visitation sites to KP

	Domain (8)	Industry	Global Rank	Relevance Score	Cross-Visitation
1	 youtube.com	 Arts and Entertainment > TV Movies ...	#2	78 	38.71%
2	 endclothing.com	 Lifestyle > Fashion and Apparel	#10,479	81 	19.14%
3	 en.wikipedia.org	 Reference Materials > Dictionaries a...	-	32 	12.06%
4	 translate.google.com	 Science and Education > Social Scie...	-	34 	11.83%
5	 ssense.com	 Lifestyle > Fashion and Apparel	#4,702	39 	11.04%
6	 uniqlo.com.hk	 Lifestyle > Fashion and Apparel	#46,743	41 	10.11%
7	 netflix.com	 Arts and Entertainment > TV Movies ...	#28	32 	10.05%
8	 hk01.com	 News and Media	#2,290	35 	7.64%

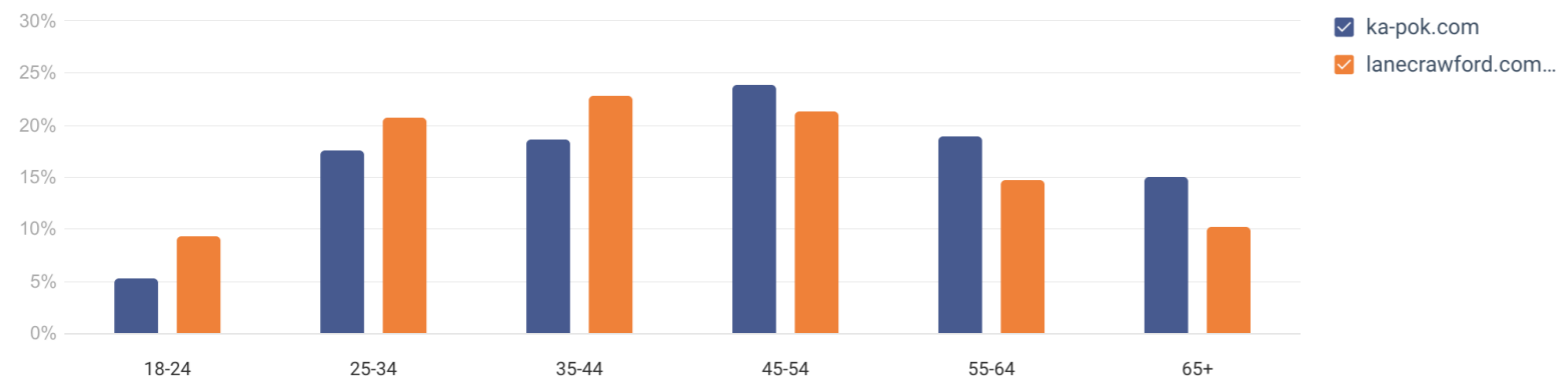


# Demographic By Gender



- KP and LC share the same gender split - dominant by female audience.

# By Age



- KP's audience age is mainly 45-54 while LC's audience is younger with a bigger proportion of customer being 54 y/o or younger



# Referral traffic (Aug-Oct 2024)

## Total referral visits

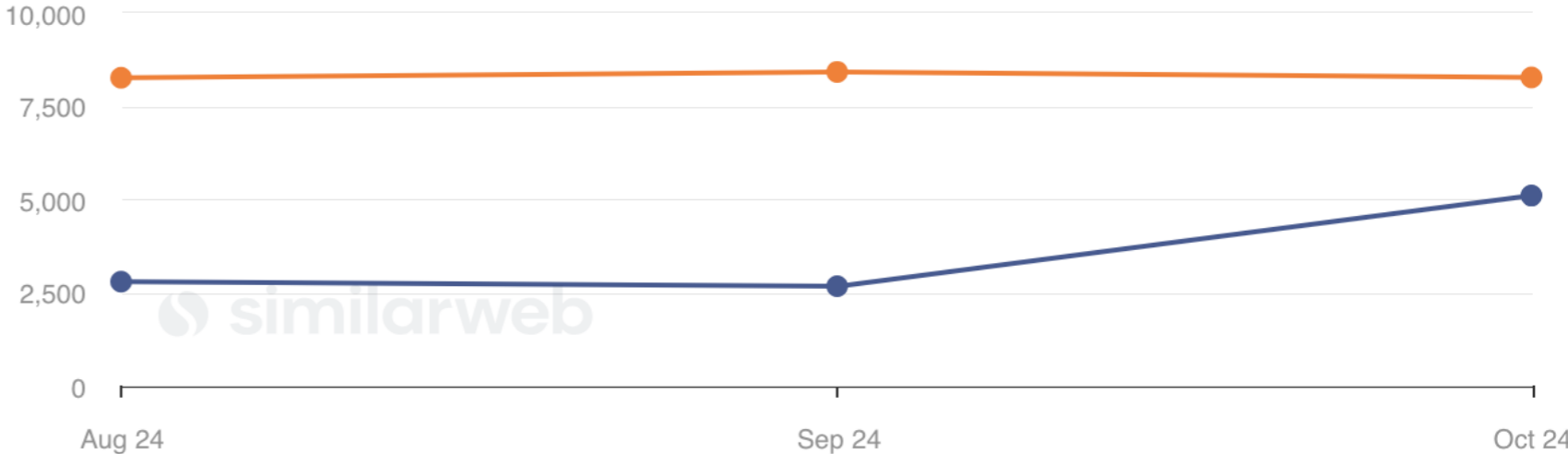
Aug 2024 - Oct 2024 All traffic



ka-pok.com	10,542	(29.72%)
lanecrawford.com.hk	24,930	(70.28%)

## Referral visits

Aug 2024 - Oct 2024 All traffic



- LC captured a significant referral traffic which accounted for 70% of in referral traffic share.
- However, we see a stronger October for KP in Oct when compared to previous months, a 91% increase.



# Referral traffic (Aug-Oct 2024)

9,289 Referral Visits

39.27% Of Total Referral Visits

10 Referring Websites

## Total Competitive Traffic Share





Industry Distribution	ka-pok.com	lanecrawford.com.hk
Lifestyle > Beauty and Cosmetics	0%	85.47%
Lifestyle > Fashion and Apparel	100%	11.12%
Lifestyle > Jewelry and Luxury Products	0%	1.52%
Finance > Financial Planning and Management	0%	1.25%
Arts and Entertainment > Arts and Entertainment - Other	0%	0.53%
Finance > Investing	0%	0.12%

- Referral traffic of LC focuses on 'Beauty and Cosmetics'; while ALL of the referral traffic of KP comes from 'Fashion and Apparel'.



# Referral traffic (Aug-Oct 2024)

	Domain (10)	Industry	Total Traffic Share ↓	Competitive Traffic Share	Engagement Leader
1	 sk-ii.com.hk	 Beauty and Cosmetics	6.1K <u>65.22%</u>	100% 	LC 
2	 ca-fune.com	 Fashion and Apparel	< 5K <u>22.75%</u>	100% 	Low Traffic
3	 linkin.bio	 Fashion and Apparel	< 5K <u>7.12%</u>	100% 	Low Traffic
4	 marthacalvo.com	 Jewelry and Luxury Products	< 5K <u>1.16%</u>	100% 	Low Traffic
5	 console.sub.tw	 Financial Planning and Mana...	< 5K <u>0.95%</u>	100% 	Low Traffic
6	 verygoodlord.com	 Fashion and Apparel	< 5K <u>0.93%</u>	100% 	Low Traffic
7	LC  lanecrawford.com.cn	 Fashion and Apparel	< 5K <u>0.90%</u>	100% 	LC 
8	 monitoring.rtbhouse.biz	 Fashion and Apparel	< 5K <u>0.47%</u>	100% 	Low Traffic
9	 thecelebportal.com	 Arts and Entertainment	< 5K <u>0.41%</u>	100% 	Low Traffic
10	 thistradinglife.com	 Investing	< 5K <u>0.09%</u>	100% 	Low Traffic

- Looking into all the referral sites, there is no overlapping between LC and KP, since the referral sites are mainly from brands they carry.



# Referral traffic (Aug-Oct 2024)



<https://www.ca-fune.com/ja/pages/stockist>



<https://verygoodlord.com/top-sites-vetements-homme/>

- Looking into the referral websites bringing the most traffic to KP - [ca-fune.com](https://ca-fune.com) (url) and [verygoodlord.com](https://verygoodlord.com) (url). The traffic comes starting from Oct and both are introducing KP as a stockist.
- 304 backlinks are created within Oct and Nov. The top 5 with highest domain traffic as below
  - <https://wanderlog.com/list/geoCategory/122420/coolest-clothing-stores-and-boutiques-in-shenzhen>
  - <https://inews.hket.com/article/3364057/%E3%80%90%E5%84%AA%E6%83%A0%E8%91%97%E6%95%B8%E3%80%91%E8%BF%8E%E6%B6%88%E8%B2%BB%E6%97%BA%E5%AD%A3%E3%80%80%E7%9D%80%E6%95%B8%E5%84%AA%E6%83%A0%E6%83%85%E5%A0%B1%E5%90%88%E9%9B%86%EF%BC%88%E4%B8%8D%E6%96%B7%E6%9B%B4%E6%96%B0%EF%B C%89>
  - <https://www.sassymamasg.com/style-hawker-independent-fashion-boutique-finds-in-your-neighbourhood/>
  - <https://www.annabelle.ch/stil/tipps-f%C3%BCr-chinesische-metropole-37373/>
  - <https://www.sassyhongkong.com/50-local-hong-kong-brands-style/>

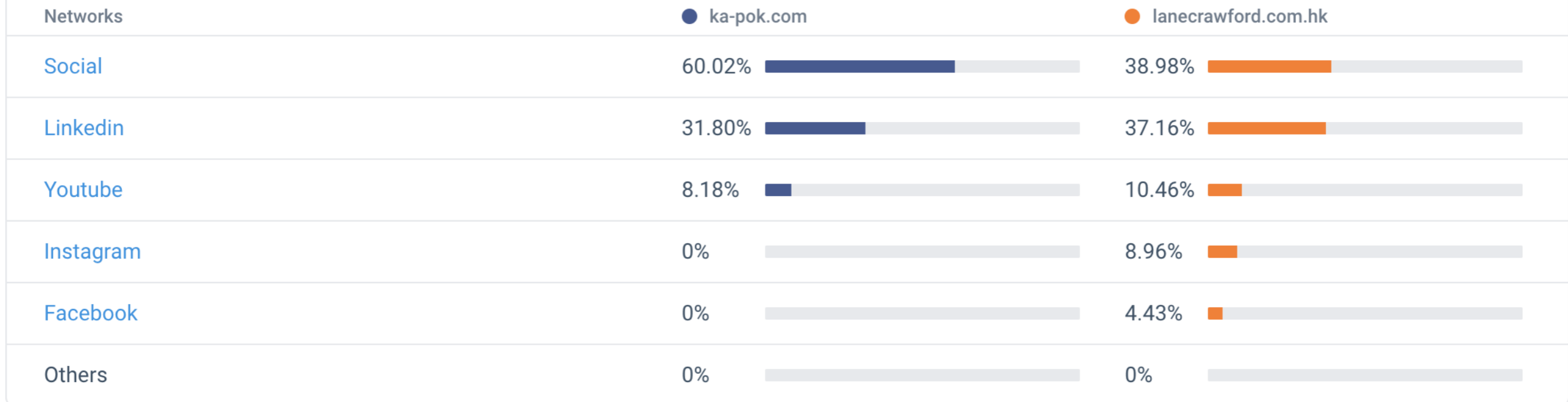


# Social Traffic Aug-Oct

Total Competitive Traffic Share



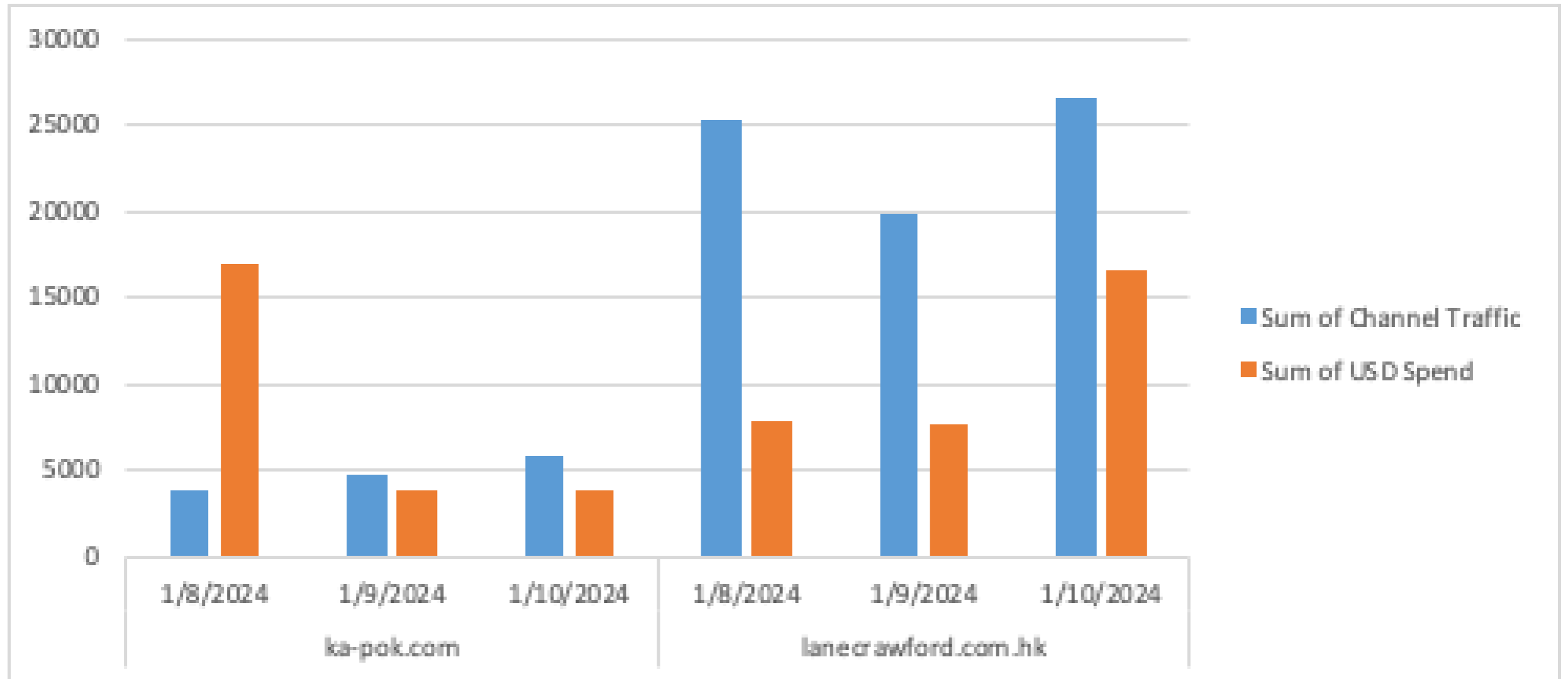
## Social networks



- Social traffic: KP 13.4k vs. LC 21.6k.



# Paid Traffic Aug-Oct



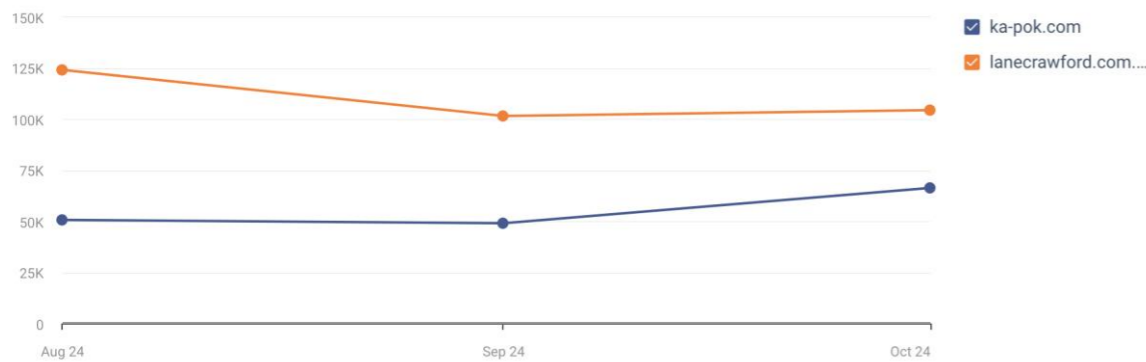
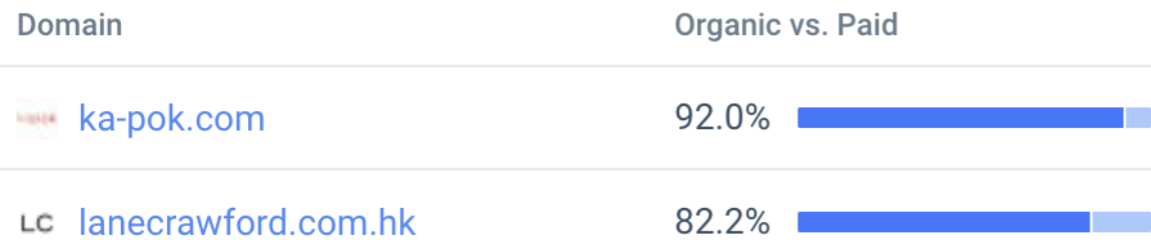
- Paid search spending has decreased significantly in KP over months, when LC has mounted up towards festive season.
- It is interesting to see paid search traffic has been strong with less spending for LC. Upon calculation, KP CPC is as high as HK\$13.2 vs. LC at HK\$3.1.



# Organic Traffic Aug-Oct

## Organic vs. Paid ⓘ

📅 Aug 2024 - Oct 2024 🌐 Worldwide



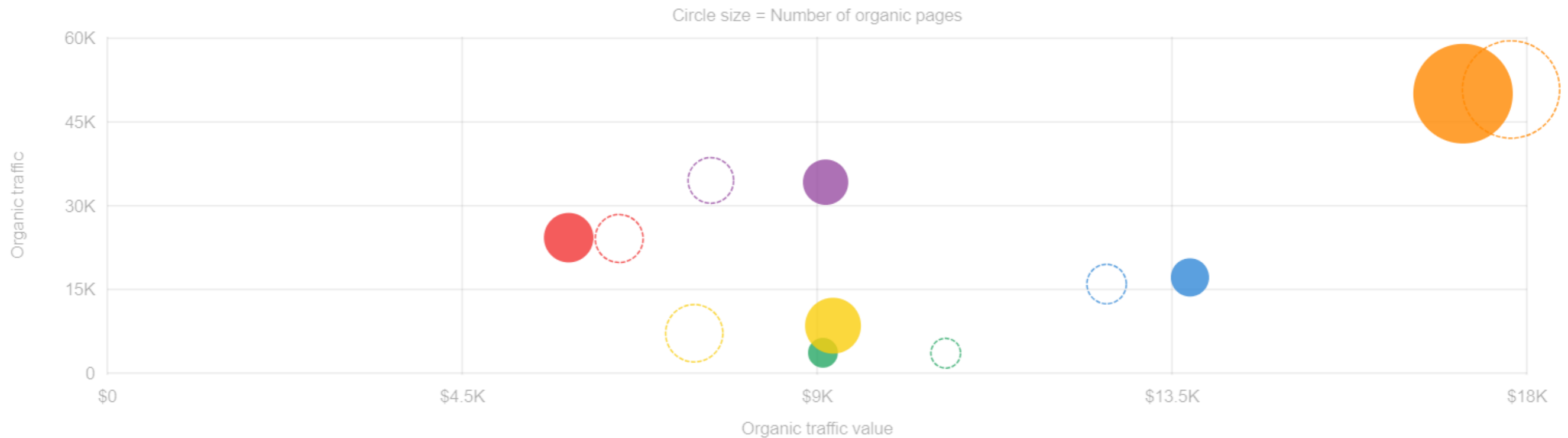
	Keywords (16)	Clicks ↓	Change	KD	Competitive Traffic Share
1	veja shoes	450 33.83%	↓ -95%	41	
2	on running	140 10.53%	↓ -57%	38	
3	common projects shoes	120 9.02%	Lost	35	
4	common projects on s...	100 7.52%	New	3	
5	veja sneakers	80 6.02%	New	39	
6	common projects black	80 6.02%	New	4	
7	flower mountain	60 4.51%	Lost	15	
8	veja volley tent bark ho...	60 4.51%	Lost	-	
9	clutch bag	50 3.76%	↓ -50%	11	
10	scented candle	50 3.76%	-	30	

- Organic traffic sees an uplift of traffic by 35% in KP compared to 3% in LC.
- Top 10 competitive keywords to work hard on to gain better exposure on Google by SEO effort.



# Organic Keyword competitor (24th Nov vs 24<sup>th</sup> Oct)

ka-pok.com  lanecrawford.com.hk  ruemadame.com  k11.com  k11musea.com  harveynichols.com



- KP is ranking 2<sup>nd</sup> in organic traffic value and 4<sup>th</sup> in organic traffic





# Paid Keyword competitor (24th Nov vs 24<sup>th</sup> Oct)

Keyword	Ad	Volume	KD	CPC	Paid / Org.	Traffic	Change	Organic	Position	URL
+ xmas gift		150	9	0.89		4	+4	0	2 New	<a href="https://www.lanecrawford.com.hk/discover/christmas-gift-guide-for-her-194800044-20241107/shop/">https://www.lanecrawford.com.hk/discover/christmas-gift-guide-for-her-194800044-20241107/shop/</a>

- Focusing on lanecrawford.com, non-branded KW that deserves attention is 'xmas gift' with high search volume at 150 daily and relatively low CPC at 0.89.
- Below shows the current position for websites bidding for this KW.

Website bidding for 'xmas gift' (as of 19th Nov)	Nature and position
<a href="https://www.zh.tiffany.com/">https://www.zh.tiffany.com/</a> (block)	Top ad
<a href="https://www.zh.tiffany.com/">https://www.zh.tiffany.com/</a> (position)	1
<a href="https://www.hktvmall.com/p/S2613001_S_HK148027229">https://www.hktvmall.com/p/S2613001_S_HK148027229</a> (block)	Top ad
<a href="https://www.hktvmall.com/p/S2613001_S_HK148027229">https://www.hktvmall.com/p/S2613001_S_HK148027229</a> (position)	2
<a href="https://www.cledepeau-beaute.com.hk/zh/city-of-dreamlight-collection.html">https://www.cledepeau-beaute.com.hk/zh/city-of-dreamlight-collection.html</a> (block)	Top ad
<a href="https://www.cledepeau-beaute.com.hk/zh/city-of-dreamlight-collection.html">https://www.cledepeau-beaute.com.hk/zh/city-of-dreamlight-collection.html</a> (position)	3
<a href="https://www.lego.com/en-hk/holiday-gifts">https://www.lego.com/en-hk/holiday-gifts</a> (block)	Top ad
<a href="https://www.lego.com/en-hk/holiday-gifts">https://www.lego.com/en-hk/holiday-gifts</a> (position)	4
<a href="https://hk.pinkoi.com/event/xmas">https://hk.pinkoi.com/event/xmas</a> (block)	Bottom ad
<a href="https://hk.pinkoi.com/event/xmas">https://hk.pinkoi.com/event/xmas</a> (position)	1
<a href="https://www.lanecrawford.com.hk/discover/christmas-gift-guide-for-her-194800044-20241107/shop/">https://www.lanecrawford.com.hk/discover/christmas-gift-guide-for-her-194800044-20241107/shop/</a> (block)	Bottom ad
<a href="https://www.lanecrawford.com.hk/discover/christmas-gift-guide-for-her-194800044-20241107/shop/">https://www.lanecrawford.com.hk/discover/christmas-gift-guide-for-her-194800044-20241107/shop/</a> (position)	2
<a href="https://www.shiseido.com.hk/zh/axe_skincare/s1_collections/s2_collections_future-solutionlx/">https://www.shiseido.com.hk/zh/axe_skincare/s1_collections/s2_collections_future-solutionlx/</a> (block)	Bottom ad
<a href="https://www.shiseido.com.hk/zh/axe_skincare/s1_collections/s2_collections_future-solutionlx/">https://www.shiseido.com.hk/zh/axe_skincare/s1_collections/s2_collections_future-solutionlx/</a> (position)	3

