

MAKCLAN DIGITAL

Digital Brand Track & Consumer Insights

How Real-Time Keyword Ranking and Consumer Journey Tracking
Helps Brands Win on Marketplace Platforms

A Case Study by Makclan Digital

The Challenge

Brands spend millions on marketplace advertising - but many don't track real-time visibility into what's actually working.

Misguided Spending

Marketing teams wait for monthly reports from agency, before analyzing & adjusting spends. By then, trends have shifted and budgets are wasted on underperforming keywords.

Dated Rankings

Brands don't track where they rank for targeted keywords in live environment or how competitors are outranking them on the same search terms, on weekly basis.

Missed Opportunities

Trending keywords and shifting consumer behavior go unnoticed in the short periods. Organic ranking opportunities are lost to paid-only strategies.

Only 0.63% of users click beyond page 1 | Position #1 captures 27.6% of all clicks | Page 2 = invisible

Why Page 1 Ranking Is Everything

27.6%

CTR for Position #1

Position 2 drops to 15%. Position 3 to 11%. The top spot gets nearly 2x the clicks of the runner-up.

53%

Traffic from organic search

Organic search remains the single largest driver of e-commerce traffic and high-intent buyers.

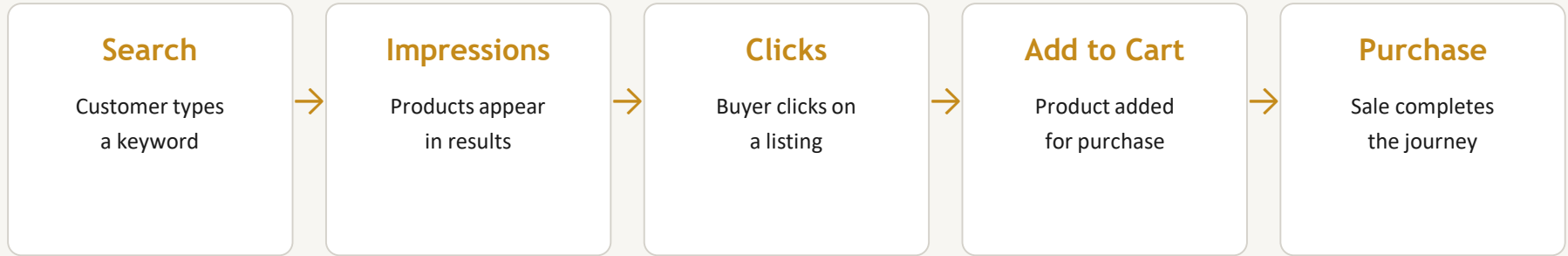
99.4%

Of clicks on Page 1

Only 0.63% of users ever click past page 1. If you're not there, your brand is invisible to shoppers.

The Consumer Journey on Marketplaces

Every purchase starts with a keyword search. Tracking that journey reveals where brands win or lose.



Makclan Tracks Every Touchpoint

From keyword impressions to final purchase, we monitor the full consumer funnel, giving your team data on where buyers drop off, which keywords convert, and how your brand compares to competitors at every stage of the search journey.

Case Study: Keyword Ranking on Amazon

Tracking "Soy Formula" keyword rankings revealed competitive dynamics and organic opportunities.

Rank	Company	Brand	Sub-Brand	Insight
#1	Mead Johnson	Enfamil	Plant Based Formula	Organic rank leader for "soy formula"
#2	Abbott Nutrition	Similac	Advance Soy Formula	Close competitor, high review count
#3	Mead Johnson	Enfamil	Plant Based Lactose-free	Second listing from same brand
#4	Abbott Nutrition	Similac	Soy Isomil Infant	Competing variant in top 5
#5	Growth Spurt	Growth Spurt	Plant Based Toddler	Emerging challenger brand

Key Takeaways

- Mead Johnson holds 2 of top 3 organic positions - strong keyword ownership.
- Abbott competes closely but relies more on paid placements for visibility.
- Emerging brands like Growth Spurt can displace incumbents if rankings shift.
- Bi-weekly tracking reveals ranking changes before they impact sales.

Our Solution: Brand Track & Consumer Insights

Real-time keyword tracking, competitive intelligence, and actionable reporting that empowers teams to optimize spend in a live environment.

01 Keyword Ranking

Track your brand's position for targeted keywords across platforms like Amazon, Walmart, Target...

02 Competitive Tracking

See who ranks above and below you. Identify competitor moves and vulnerabilities.

03 Trend Analysis

Spot trending keywords in your category before competitors. Capture organic opportunities.

04 Actionable Reports

Real-time insights for marketing teams to adjust spend live, not wait for periodic reports.

How It Works

What We Deliver

- Keyword-level ranking reports for your brand and competitors across targeted search terms
- Consumer journey funnel data: impressions, clicks, add-to-cart, and purchases per keyword
- Trend detection for rising keywords before they become high-cost targets
- Competitive landscape mapping showing who ranks where and how positions shift
- Real-time alerts when ranking drops or competitor moves threaten your position

How Your Team Benefits

- Fine-tune ad spend in a live environment instead of waiting for periodic reports
- Identify which keywords are trending in your category and capture organic traffic
- Rank higher organically, saving sponsorship money while improving sales
- Strengthen brand image by maintaining consistent Page 1 visibility
- Make data-driven decisions on content optimization and listing improvements

Industry Best Practices

Insights from leading digital marketing and e-commerce experts.

Full-Funnel Organic Search

A robust full-funnel SEO strategy drives organic traffic and highly qualified leads. Adopt a customer-first approach to cement your brand as a trusted provider.

[Cardinal](#)

Buyer Intelligence & Search

Fuse buyer psychology with cutting-edge intelligence. Win visibility where ideal customers are and intent actually forms. Pressure-test every insight against real logic.

[Insivia](#)

Marketplace Listing Optimization

Expert e-commerce support to manage listings, images, content, and merchandising. Digital advertising to get products found and sold in a crowded marketplace.

[McKesson Consumer Markets](#)

Attract, Convert, Retain

Tie performance to revenue, customer LTV, and ROI. Build brand loyalty through conversion optimization and retention-first strategy across all channels.

[Forge](#)

The Makclan Impact

Page 1

Consistent
Visibility

Real-Time

Reporting
Cadence

300+

Keywords
Tracked

2x

Faster Budget
Optimization

Why It Matters

- Marketers get real insights on which keywords are trending in their category - enabling smarter, faster decisions.
- Higher organic ranking reduces dependency on paid sponsorship, directly saving ad dollars.
- Consistent Page 1 presence strengthens brand image and builds consumer trust over time.
- Reports shared with marketing teams in real-time enable live environment optimization, not month-end reviews.

MAKCLAN DIGITAL

Know Where You Rank. Own Where You're Seen.

Stop guessing which keywords drive sales. Stop waiting for periodic reports to adjust your strategy. Makclan Digital gives your team real-time brand ranking data and consumer insights, so every marketing dollar works harder.

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