

esade

# Do Better

Executive summary - October 2020\*

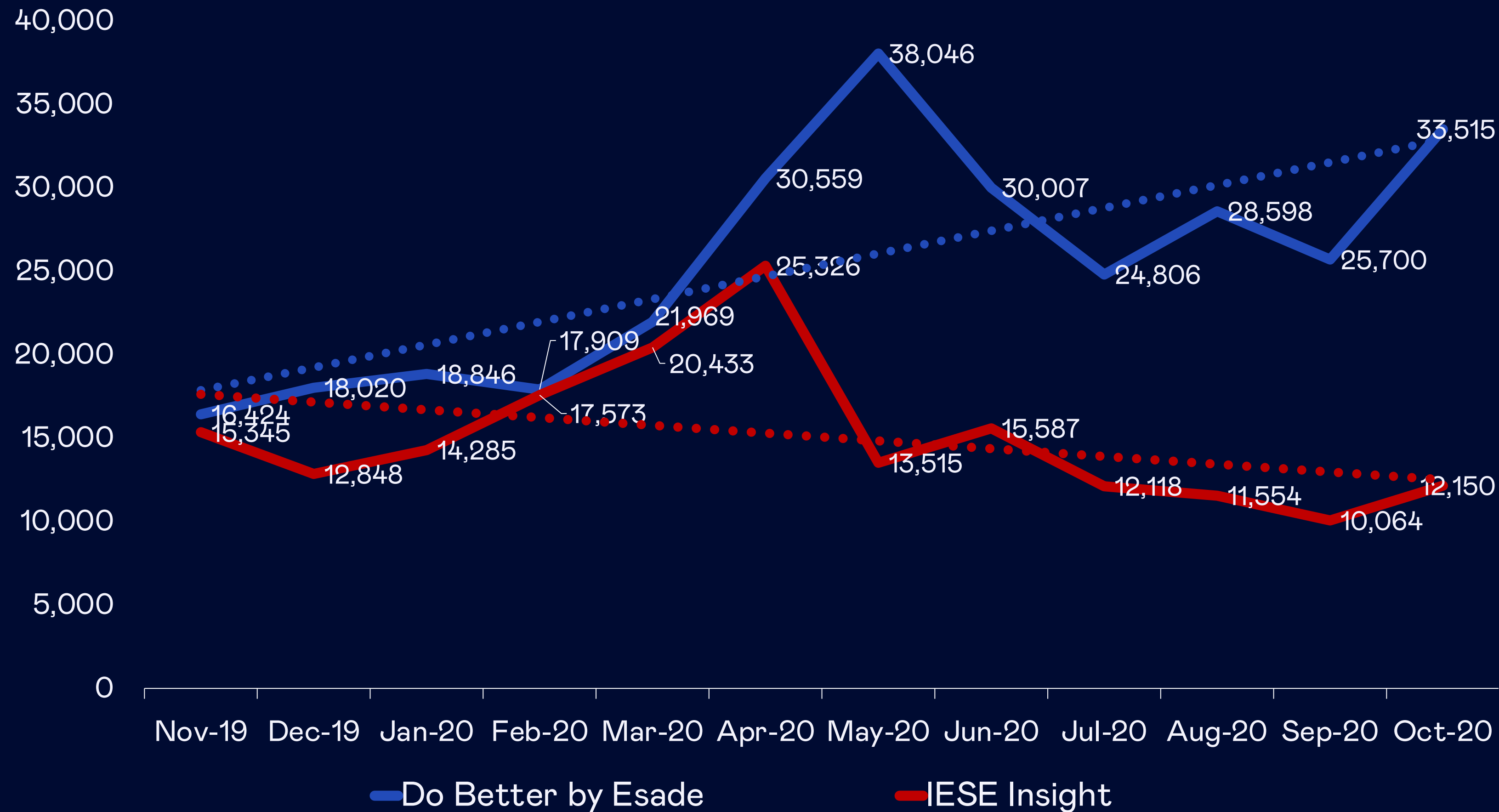
*\*Preliminary data 29/10/2020*

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## Monthly sessions vs. main competitor



**+68%**  
Percentage increase vs. main competitor

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**304,399**  
sessions  
(Nov 2019 – Oct. 2020)

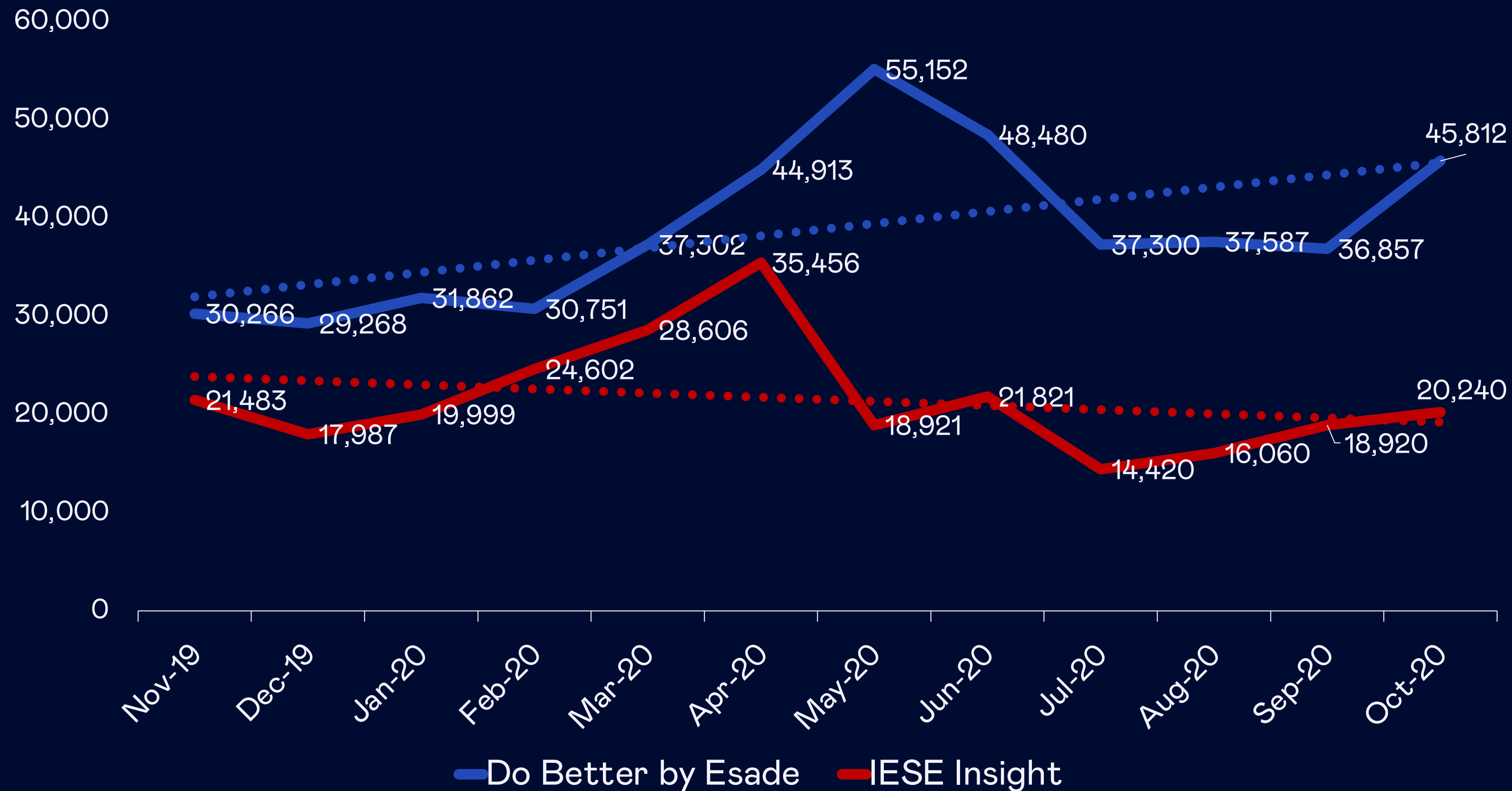
**IESE**  
**180,798**  
sessions  
(Nov 2019 – Oct. 2020)

*\*99% of traffic is organic (no cost). Data sources: Google Analytics/Similarweb*

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## Monthly content views



**80%**  
Percentage increase vs. main competitor

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**465,550 views**  
(Nov 2019 – Oct. 2020)

**IESE**  
**258,515 sessions**  
(Nov 2019 – Oct. 2020)

\*99% of traffic is organic (no cost). Data sources: Google Analytics/Similarweb

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## Monthly users



No data available for main competitor but trend should be similar to sessions

\*99% of traffic is organic (no cost). Data sources: Google Analytics/Similarweb

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