CASE STUDY · COMPETITOR INTELLIGENCE

Mapping a 3-Competitor Market in Medical 3D & XR

A side-by-side analysis of three established players in 3D anatomy and medical XR software, covering three years of traffic, channels, geography, search visibility and backlinks, to show a client where the market was open.

3
competitors analyzed side by side

2022–2024
traffic and channel trends

0
competitors running paid search ads

< 500
organic search visits a month, even for the leader

Market
3D anatomy & medical XR

Period
June – July 2024

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THE DATA

Three competitors, side by side

Each competitor was analyzed across the same seven areas: engagement, traffic trend, geography, marketing channels, referral sources, organic keywords and backlink profile. Data from Semrush, mid-2024.

Metric	Competitor A 3D anatomy platform	Competitor B Medical XR	Competitor C Medical AI / XR
Visits, 2022	168.9K	28.2K	14.5K
Visits, 2023	96.1K	13.2K	13.3K
Visits, Jan–Jun 2024	30.1K	46.1K	4.0K
Bounce rate, 2024	66.5%	**96.4%**	76.2%
Authority Score	23	23	21
Organic search visits / month	475	93	379
Ranking keywords	871	707	181
Backlinks · referring domains	**12.7K · 1.3K**	5.7K · 335	802 · 235
Paid search ads	None	None	None
Top organic market	Indonesia (66%)	United States (99%)	Australia (22%)

Competitor names withheld. Semrush traffic figures are estimates and are best used for comparison, not as exact counts.

WHAT IT MEANS

Four openings in the market

1. The leader is losing ground

Competitor A has the strongest backlink profile (1.3K referring domains), yet its visits fell from 168.9K in 2022 to 96.1K in 2023, and only 30.1K in the first half of 2024. Its audience is up for grabs.

2. Organic search is almost empty

No competitor gets more than about 500 organic visits a month. A focused content strategy on anatomy and medical-training keywords could take the top organic position quickly.

3. No one is bidding on search ads

None of the three ran paid search campaigns. A small, targeted Google Ads test could capture high-intent searches with no direct competition.

4. Traffic quality is weak

Competitor B's visits rose in 2024, but 96% bounce after one page. Volume without engagement shows there is room for a site that actually answers what visitors came for.

What the client received

- **Three full reports,** 35–38 pages each, one per competitor
- **Engagement and traffic trend** for 2022, 2023 and the first half of 2024
- **Geography, device split and marketing channel mix** for each year
- **Referral sources and outgoing traffic,** to spot partnership opportunities
- **Top pages, subfolders and subdomains** by traffic
- **Organic keywords by intent, branded vs. non-branded search** and paid keyword check
- **Backlink profile:** top anchors, referring domains and link types

The key finding: in a market where even the leader barely shows up in organic search, the fastest path to visibility is consistent, keyword-led content plus authority links, not outspending competitors.

Summary of recommendations