Competitive Content Case Study
Jameco Electronics

Summary
AI is fundamentally changing the way buyers shop online. Instead of using eCommerce sites to learn, browse, and compare on their purchase journey, buyers are increasingly relying on AI Chatbots to help narrow their purchase options. The impact for eCommerce sites is that they have to work even harder to be one of the handful of eCommerce referrals that AI is likely to recommend when they are ready to buy.

Jameco Electronics has been in business selling electronic components for over 50 years. Despite their success, they sometimes struggle for visibility against significantly larger competitors. A test of DynEcom's competitive content strategy demonstrated that competitive content is a profitable growth strategy.

The test results concluded that the competitive content generated the following results in a period of 90 days:

- Traffic up 9%
- Search impressions up 14%
- Orders up 103%
- Revenue up 76%
- Revenue per session up 92%
- Conversion rate up 113%
- Return on content spend 70x

These results were all incremental results as a result of adding the competitive content. This was determined by comparing the test group to a control group that did not get competitive content.

Return on content spend (ROCS) compares the cost of the content to the incremental revenue it generates. In other words, for every dollar spent on content, an incremental $70 was generated within the 90 days.

Jameco Overview

Jameco's website was first launched in 1996. According to SEMRush, today Jameco's site is "very good" with a domain authority of 44. This reflects the site's overall quality, trustworthiness, and search ranking potential. SEMRush reports that Jameco ranks for 56,000 organic keywords and generates over 76,000 organic visits every month.

Despite the strength of the Jameco site, it faces stiff competition where many competitors are both larger and have stronger sites.

Test Design

Jameco wanted to test two specific product lines. One where they have decades of experience, and a second that is a well-established manufacturer, but a relatively new addition to the Jameco product line.

The top-selling products were identified for both product lines. The test went beyond just sales revenue and factored in the number of orders and unique customers, as well as traffic to the site. Then the products were randomly divided into either the test group, which would get new competitive content, or the control group, which would not.

Competitive Content Strategy

DynEcom's competitive content strategy researches competitors' content and attempts to build a more complete product presentation. The process researches attributes, applications, features, and benefits. In addition, it collects user questions, reviews, and purchase concerns from trusted sources before using AI to generate improved product pages. In an effort to make every product page more authoritative and more relevant to a broader range of AI queries, DynEcom took the average word count per product page from 195 to 875.

DynEcom's competitive content differs from other AI-generated product content because it limits its source of truth to specific trusted sources, does not rely on dated LLM training data, uses multiple platforms for quality assurance to reduce hallucinations, and creates user-inspired AI-compatible content designed to mirror the queries shoppers are using. The content included machine-readable structured data that users do not see, but helps search engines better understand what's on the page. DynEcom goes beyond the standard 8 Schema fields, and for Jameco, averaged 24 different fields per product.

Results

Success was measured by comparing results for both the test and control groups. Despite other ordering methods, DynEcom exclusively used online data from Google Analytics and then compared the results for the 90 days before publishing updated content to the 90 days after. The lift was calculated by subtracting the After results from the Before results. The test group was then credited with the lift above the lift of the control group. In this way, we measured the incremental performance of the test group's content.

	Before	After	Lift
Test Group	$, O, S, Imp	$, O, S, Imp	After - Before
Control Group	$, O, S, Imp	$, O, S, Imp	After - Before
Incremental	Test Group Lift - Control Group Lift = Incremental Results		

$ = Revenue, O = Orders, S = Sessions, Imp = Search Impressions

This methodology is similar to what drug manufacturers use to isolate the benefit of a new medication. Medicine uses a placebo (a fake drug) as its control group. The methodology that randomly assigns similar products to either the test or control group makes it possible to isolate the benefit of the competitive content.

This content test allows for the control of everything that might impact results other than the new product content. Things like sales seasonality and other business trends are measured in both the test and control group, and as a result, the difference between the two can be purely attributed to DynEcom's competitive content.

Metric	Test Lift Over Control Group
Search Impressions	+14%
Page Traffic	+9%
Orders	+103%
Conversion Rate	+113%
Revenue Per Session	+92%
Revenue	+76%
Return on Content Spend	70x

About DynEcom
Founded in 2015, DynEcom has exclusively developed content strategies for eCommerce sites. Notable clients have included Amazon, Walmart, Alibaba, CVS, CDW, Lowe's, and other eCommerce sites.

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Last Update: 9/11/2026