ClickThrough
Digital. Accelerated.

2026 Q4

CERAMICS – DIGITAL BENCHMARK REPORT

A comparison of search engine optimisation, digital paid media effectiveness and website optimisation

How do you compare?



FREE DIGITAL BENCHMARK REPORT – *What to Expect...*

We have prepared your easy-to-digest Digital Benchmark Report to help you to understand how you perform against your competition quickly.

We looked at a ranging cross-section of websites within your sector and detailed how they rank in relation to site performance and visibility – covering everything you would need to know, from insights into what they are doing well, to quick-fix opportunities for your own business.

1. Up to 11 of your competitors digital health analysed.
2. 1,300 unique and relevant data points.
3. 70 pages of information and recommendations for your sector.
4. **Delivered FREE when you book in a 15-minute call** – Schedule a call now!
5. No sales push - just a chat and a chance to get to know each other.

BRANDS INCLUDED –

These are the brands we've included in your report:

ROYAL DOULTON
LONDON 1815

Emma Bridgewater

MOORCROFT

WEDGWOOD

ENGLAND
MASON CASH
EST. 1800

poole
POTTERY®

PORTMEIRION®

BURLEIGH
MADE IN ENGLAND
STAFFORDSHIRE
ESTº 1851

EST. 1770
Spode
ENGLAND

CHURCHILL

DUNOON
FINE BONE CHINA
MADE IN ENGLAND



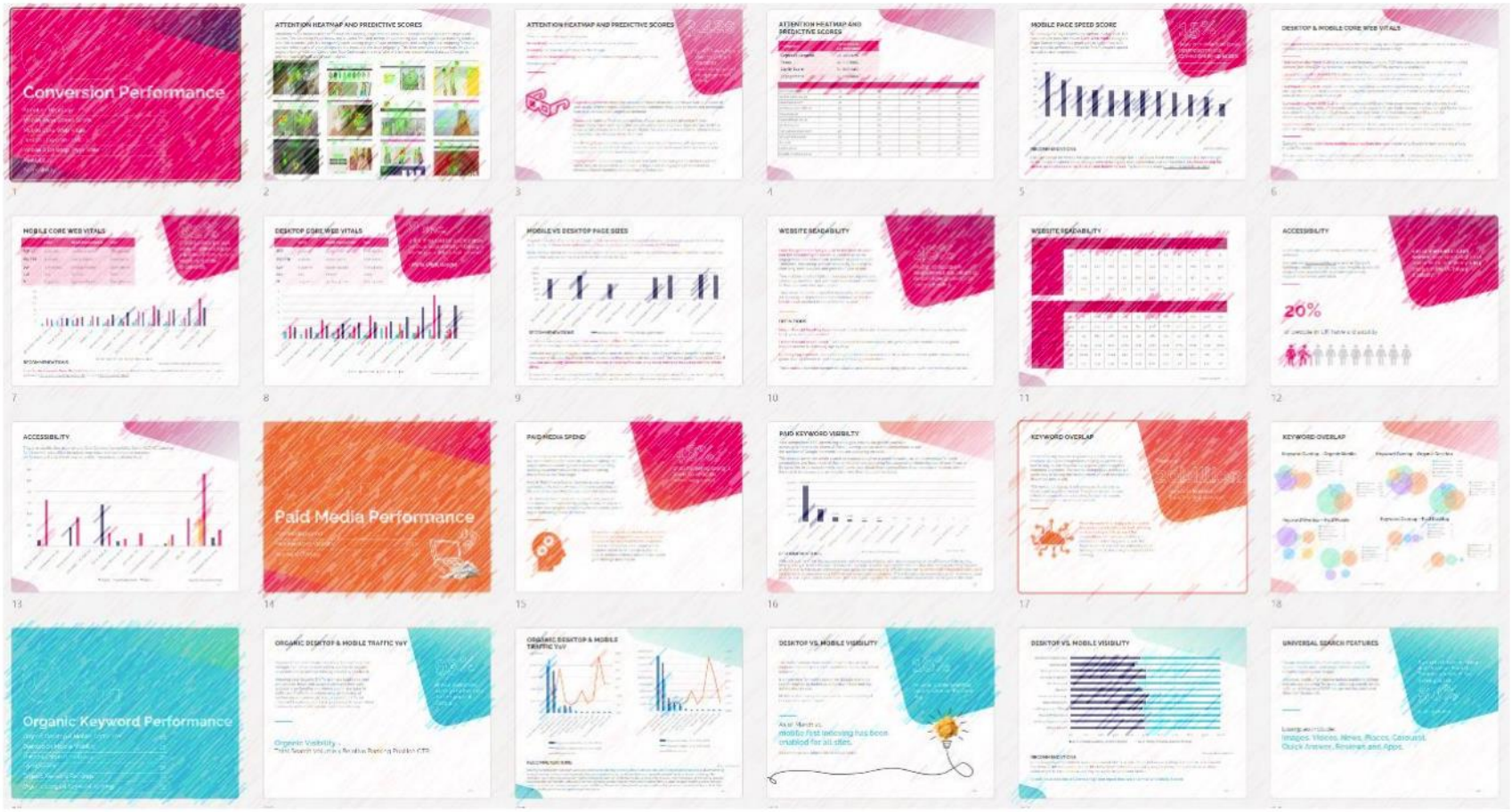
HOW DO YOU COMPARE?

If you'd like to see a different set of brands – *let us know!*

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WHAT WILL YOU FIND OUT? –*Some of the metrics we include are...*



PLUS MORE – *with recommendations...*

WHO ARE CLICKTHROUGH? – *How do we know we can help you?*

Team of 50+ Integrated Experts: *Driving excellent performance for top brands since 2004*

Integrated Fluid Budgets: *Get all channels working in synergy to achieve your KPIs*

Accelerate Conversion Rates: *Data-led Design™ is embedded in all integrated strategies.*

Performance-Linked Fees: *Build your upside targets into your contract for a win-win partnership.*



YOU'D BE IN GOOD COMPANY –

Look who has already trusted us with their digital reputation!

bluebird care
vax
LE CREUSET
CALA
ARDEN UNIVERSITY
pet drugs online
SPAR
MAMBU
Busy Bees
nationwide vehicle contracts
Cooksongold
Heimerle + Meule Group
woolroom
Simplyhealth
All together healthier
SKATEHUT
RIGHTIO
Sanctuary Care
Avery
novuscare
CAMBRIA
Automobiles plc
Fitness First
STUDENT ROOST
TRITON



GET IN TOUCH –

We'd love to hear from you...

Contact us to talk through how we can utilise our expertise, technology and data to improve your Digital Performance and help to give you a competitive edge in your industry.

We're happy to arrange an internal audit, have a first stage meeting, discuss your digital worries and provide full pitches. Connect with us for honest, truthful dialogue, inspiring conversation and learning and support opportunities - and every now and then a challenge or two to make you think - all with no pressure.

Schedule a call now!

+44 (0)1543 410014

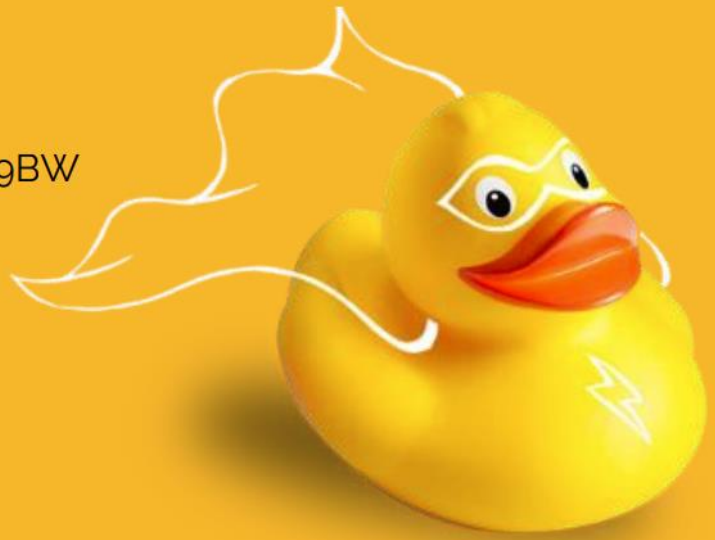
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The data included in this report was correct at time of production. All digital data fluctuates and changes. Some of the data is estimated by the tools we use as we don't have access to your analytics. If you want your latest figures or a different set of competitors, please get in touch.