Imperial College Business School

MSc Strategic Marketing

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IMPERIAL

Stanley Digital Marketing Strategies Analysis & Recommendations

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Executive Summary

Our analysis focuses on Stanley UK's official website (www.uk.stanley1913.com), Instagram account (@stanley_europe), and TikTok account (@stanleybrand). The website serves as a central hub, facilitating communication with consumers across all stages of the customer journey (see, think, do, care), driving sales and loyalty through organic search and product information. It also plays a crucial role in attracting traffic for affiliate programs and email marketing.

Given Stanley's significant social media-driven sales growth, its social media strategy merits close examination. TikTok (180K followers) and Instagram (193K followers) were selected for analysis because of their substantially larger followings than Facebook (35K followers). As key platforms for younger generations, they also offer higher engagement, more influencer collaborations, and greater posting frequency, providing richer data for analysis.

1. Embracing Digital Transformation

Stanley 1913, a century-old brand, began by producing vacuum bottles for workmen and outdoor adventurers (Jansen, 2023), with an initial target audience of long-serving policemen and retired military personnel. Despite the company achieving $70 million in annual sales in 2019, the rapid rise of digitalisation soon threatened major business survival (Nguyen, 2024; Lobeda, 2024). This shift was reflected in broader market trends where only 39% of businesses survive beyond five years, resilience became crucial for long-term success (Office for National Statistics,2024). To navigate this volatile environment, Hirt *et al.* (2019) recommend digital transformation as a core strategy for improving adaptability to change. This is what marked Stanley New Tumblers' success in adopting a huge transformation by rebranding the company and retargeting the right female market thanks to the help of digital affiliates (Jansen, 2023; Olmstead & Shipley, 2023; The Buy Guide, n.d.). With the pilot testing of selling 10,000 Quenchers on Shopify, Stanley managed to adapt and reach the right market in 2023 increasing revenues by 971.43% from 2019 to 2023 (Nguyen, 2024; Olmstead & Shipley, 2023).

2. The Emerging Audience

Most of Stanley UK's website traffic (84.47%) comes from mobile users, with Millennials primarily discovering the brand through YouTube and Facebook ((**Figure 1**; **Figure 2**; Olmstead & Shipley, 2023; Sparktoro, n.d.).

Nevertheless, the analysis reveals a significant rise in traffic from TikTok to Stanley UK's website, with visitors from the platform surpassing the average website users by 11.6% with a slight increase of 1.1% on Instagram (Sparktoro, n.d.). Hence, Smith's report (2024) states that Instagram and TikTok are the top platforms among Gen Z, with nearly 91% of users on Instagram and 86% on TikTok. While this does not indicate Gen Z's current dominance, marketing trends show a consistent shift toward younger generations (*Ibid*). Ignoring this emerging demographic, already representing 13.51% of Stanley UK's audience, would be an unwise decision, which would potentially neglect future profitability (**Figure 1**).

3. Persona Creation

Our persona framework is structured around the STDC model (**Figure 3**), which maps user interactions at different stages of their journey.

Findings identified Gen-Z as a key target demographic due to their strong engagement with sustainable, functional, and aesthetically driven products (McKinsey & Company, 2020). To market a product to GenZ, it is crucial to guarantee visibility to this audience, encouraging individuality not only through the products but in expressing their views on different channels and delivering values over the product itself (Mckinsey & Company, 2018). This can be done as

long as the company's SEO and social channels such as Instagram and TikTok incentivise visibility, engagement and connection (*Ibid*).

Following UXPressia's (2024) Persona Creation Checklist, our approach included data-driven research, utilizing analytics and reports rather than direct customer interviews. Audience segmentation helped identify key behavioral and demographic patterns among potential customers while structuring the persona involved defining motivations, frustrations and key lifestyle attributes for better engagement strategies (**Figure 4**).

4. Digital Marketing Strategy

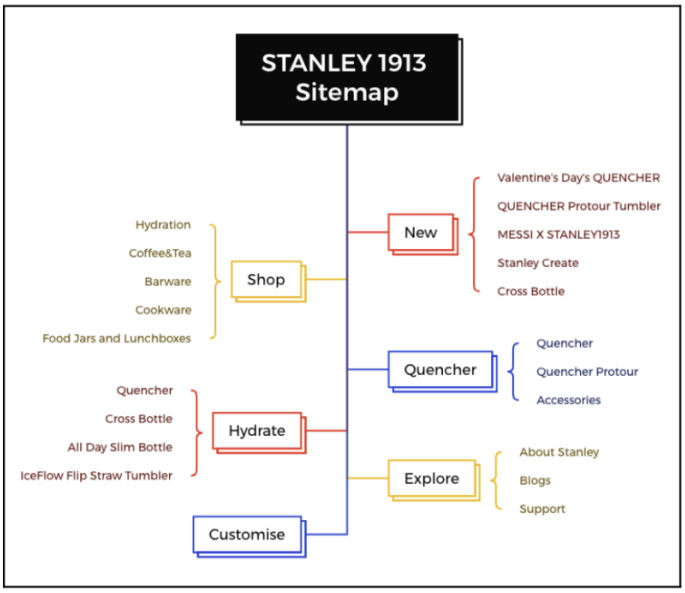
Stanley's digital marketing strategy in the UK incorporates affiliate marketing, email marketing, and influencer marketing, leveraging both social media platforms and its official website. Social media builds brand awareness, with collaborations and UGC forming the core of Stanley's approach (Locrinz, 2024). As discussed later in this analysis, social media has been instrumental in Stanley's growth and brand visibility. Stanley's official website serves as the primary hub for UK consumers and digital marketing activities (**Figure 5**). Its affiliate marketing program, offering a 10% commission per sale, enhances the effectiveness of influencer partnerships (Stanley, 2025).

Based on our persona, this evaluation focuses on Stanley's website, TikTok, and Instagram as key digital touchpoints (**Figure 6)**.

5. Website Analysis

Stanley's website supports all four stages of the STCD model. In the early stage, strong SEO strategies increase visibility on Google, expanding the potential customer base. Once aware of Stanley, consumers easily access reliable brand information, enhancing trust and CVRs (Kaplan, 2022). During the decision phase, the website drives organic traffic and ensures product credibility. Additionally, the *"Customise your Stanley"* service offers personalisation, adding value to the purchase experience.

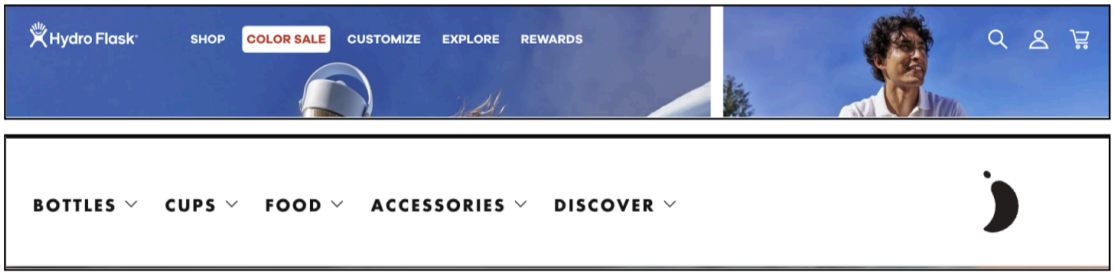
5.1 Webpage analysis



Stanley's sitemap (Created by the Author)

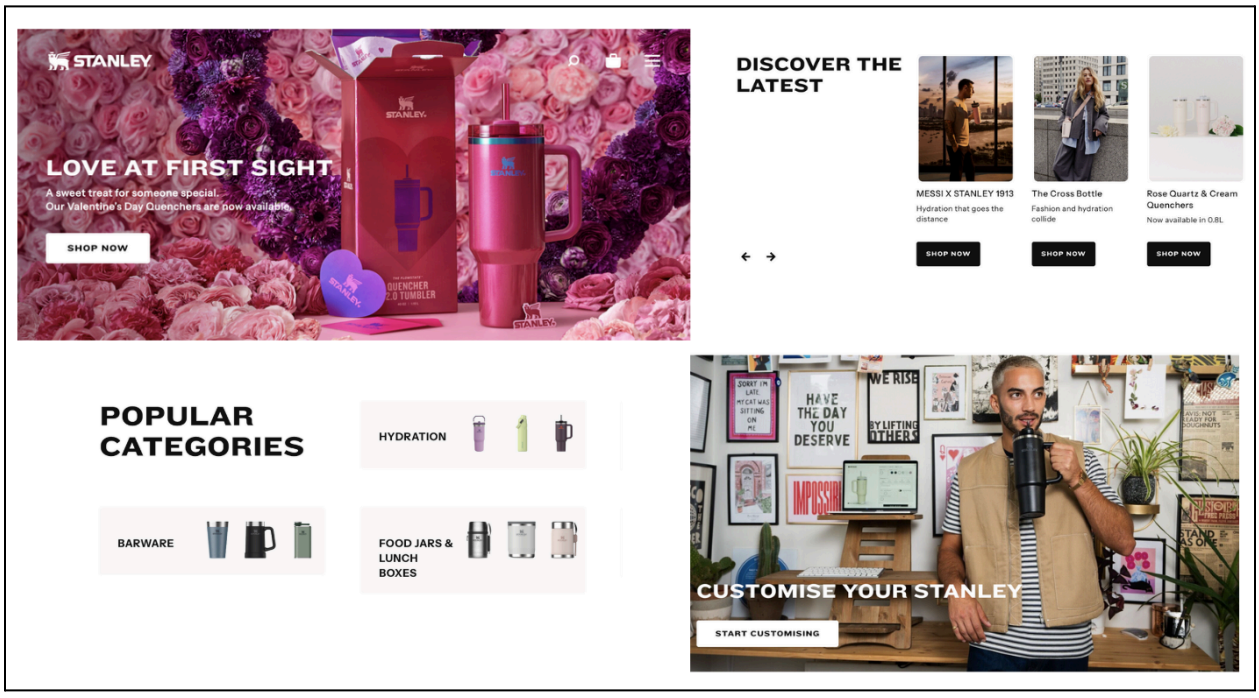
On the Think stage, potential consumers with slight commercial intent need product information to solidify their consuming intent. However, the structure design of Stanley1913's website doesn't cater to its strategic location for lack of well-organized logic. From the sitemap, "*shop*," "*new*," "*quencher*," and "*hydrate*." The website structure of Stanley1913 could be improved to better support its strategic objectives. From the sitemap, there are some overlaps in sublinks when compared to the websites of competitors Chilly's and Hydroflask. For example, more than one URL shows the link to Stanley's flagship product Quencher's detail page, which could link to duplicate content issues. Also, the homepage menu bar is overly focused on product categories, with four out of six options being essentially homogeneous.

Compared to competitors Chilly's and Hydro Flask, Hydro Flask's homepage menu (five options) has two options directly related to product information, simply categorised as "*New"* and "*Shop*." Chilly's, in contrast, categorises products by function, also exhibiting lower redundancy.



Official website of Stanley's competitors: Hydroflask & Chilly's
(Source: www.hydroflask.com; www.chillys.com)

5.2 Home Page Analysis



(Source: UK 1913 Stanley Website, 2025)

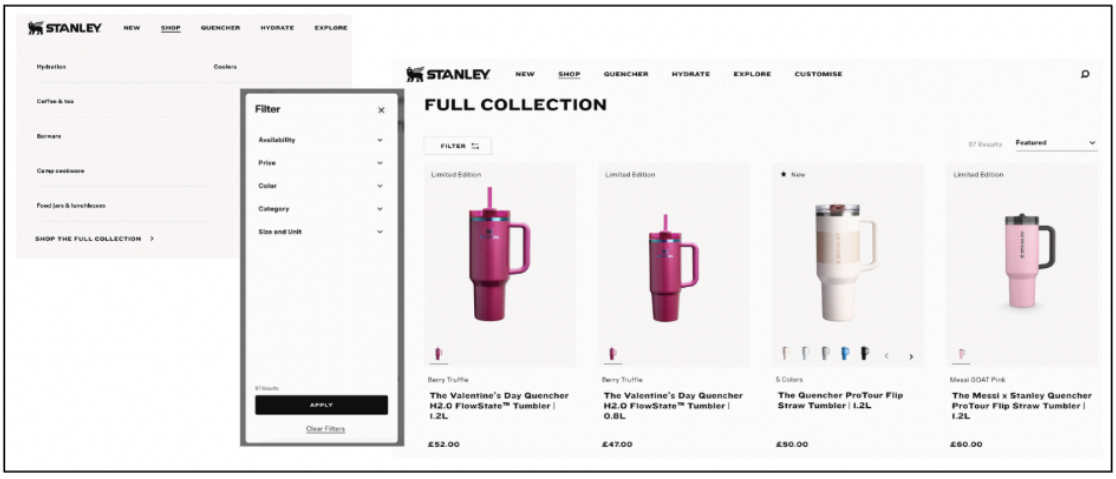
The homepage is the first user interaction with a website, making its performance, design, and usability critical to user retention and conversions. Stanley 1913 UK's homepage (uk.stanley1913.com) performs well in Core Web Vitals, with a Largest Contentful Paint (LCP) of 1.4s, Interaction to Next Paint (INP) of 99ms, and Cumulative Layout Shift (CLS) of 0.02, ensuring fast load times, smooth interactivity and minimal layout shifts. (Google PageSpeed Insights, 2025) Additionally, the homepage drives 57.16% of total traffic and ranks for 5,002 keywords (SemRush, 2025) demonstrating strong brand visibility and organic reach. However, while CTAs like "SHOP NOW" are well-placed, there is room for further keyword optimisation in headings and descriptions, as well as improving internal linking to product and category pages to distribute traffic and strengthen overall search rankings.

5.3 Product Page Analysis

Stanley 1913 UK's product pages are visually appealing, well-structured, and optimised for conversion. They feature high-quality images, multiple color options and clear specifications, with intuitive navigation across categories like Hydration, Coffee & Tea, Barware, and Camp Cookware. An effective filtering system allows users to refine selections by availability, price, color, category and size, ensuring a smooth shopping experience.

While high-quality images enhance aesthetics, large file sizes impact load speed, contributing to Core Web Vitals issues (CLS 0.33). Optimising images with WebP formats and descriptive alt text would improve SEO, page speed and accessibility.

The filtering system improves usability, but aspect navigation requires optimisation to prevent duplicate content and enhance Google's indexing. Implementing canonical tags and *"no-index"* directives for unimportant filters would refine SEO clarity without affecting user experience.



(Source: UK 1913 Stanley Website, 2025)

5.4 Top Performing Pages Analysis

Stanley UK's homepage (uk.stanley1913.com) drives 57.16% of traffic (5,002 keywords), reflecting strong brand authority but heavy reliance on direct searches. The 40oz tumbler page (uk.stanley1913.com/products/40-oz-tumbler) performs well with 5.31% traffic due to high demand, while category pages like *"Hydrate Your Way"* (uk.stanley1913.com/collections/hydrate-your-way, 2.57%) and *"Travel Mugs"* (uk.stanley1913.com/collections/travel-mugs, 2.39%) receive significantly lower visibility. Enhancing category-level SEO, internal linking and product descriptions could improve organic reach, better distribute traffic and reduce reliance on branded searches.

Top Pages

URL	Traffic %	Keywords
uk.stanley1913.com/	57.16	5,002
www.stanley1913.com/	12.23	541
uk.stanley... ate-tumbler-40-oz	5.31	2,746
uk.stanley... /hydrate-your-way	2.57	523
uk.stanley19...tions/travel-mugs	2.39	387

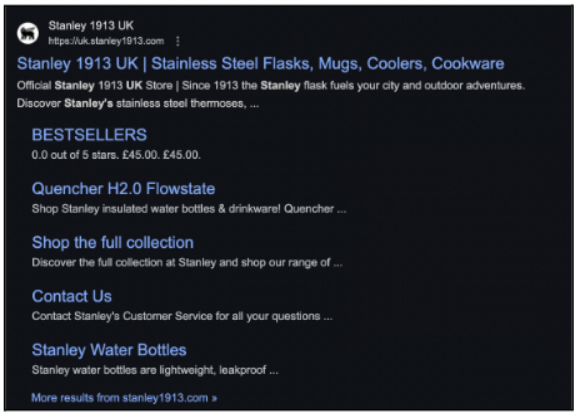
(Source: SemRush, 2025)

5.5 On-page Optimisation

On-page SEO improves website visibility and user experience by optimising content, meta tags, URLs, internal links, and images (Moz, 2024). It ensures website content aligns with search algorithms and user needs. Further optimisation can boost SERP rankings, engagement, and conversions (Google, 2023). As Google updates its algorithms, businesses must continuously refine their strategies to stay competitive.

Meta tags, including title tags and meta descriptions, are essential for SEO. The title tag defines a webpage's title on SERPs and should be concise (50-60 characters) with relevant keywords for users and search engines (Yoast, 2023). Stanley 1913 UK optimizes its title tags by incorporating keywords like *"Stainless Steel flasks, mugs, coolers, cookware"* to improve rankings.

Meta description aids with title tags to provide a summary of the page's content. Though Meta descriptions may not be a direct ranking factor, A well-written meta description can urge visitors to click on the link and increase CTR (Google, 2023).



(Source: Google, 2025)

URL Structure

A well-structured URL is not just user-friendly, it also helps search engine bots better understand the page content. Ideal URLs must be short and descriptive and must use hyphens (-) as opposed to underscore(_) and the usage of primary keywords within the URL (Moz, 2024). For instance, Stanley 1913 UK's website used structured URLs.



The *"collections/hot-drinks"* refers to the *"Coffee & Tea"* collection within the website.



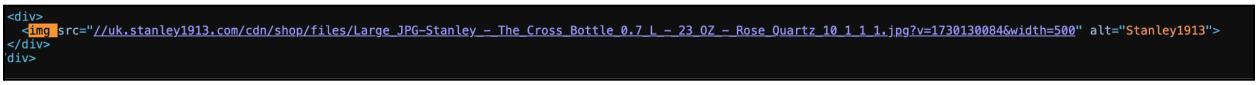
The *"Collections/Cold-drinks"*, clearly indicates the category *"Hydration"* which helps improve usability allowing users to understand the content of the page.

Internal linking strategy

According to MOZ Site Crawl, the main issue with uk.stanley1913.com is the overlong URL and title. Among all the 256 metadata issues, there are 113 overlong URLs (more than) and 72 overlong titles (more than 600 pixels per title), which could influence the visibility of titles or URLs and influence the possibility of clicking on that result in the SERP and visiting the page (Miriam Ellis, 2024).

Image optimisation

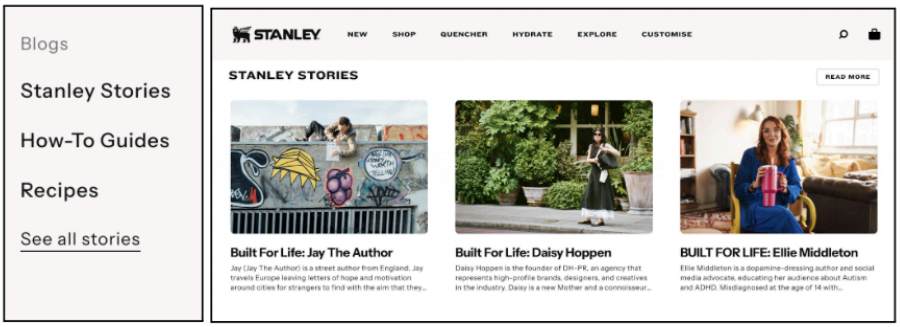
This improves usability and engagement by ensuring high-quality visuals and proper formatting (Google, 2023). Alt text helps search engines index images and enhances accessibility for visually impaired users. For eCommerce sites like Stanley 1913 UK, clear and descriptive alt text is essential. Currently, Stanley's alt text, *"stanley1913,"* is too vague. Using a more detailed description, such as *"Stanley 40oz Quencher Tumbler – Insulated Stainless Steel Travel Mug in Rose Quartz,"* would improve SEO and discoverability.



5.4 Content SEO

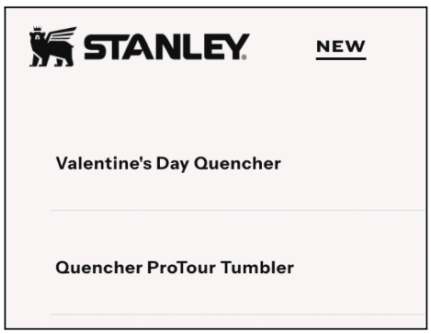
Content SEO focuses on optimising website content to improve search rankings and user engagement. creating high-quality, relevant content while ensuring proper keyword usage. Google's E-E-A-T principles (Experience, Expertise, Authoritativeness, Trustworthiness) emphasize the importance of well-structured, credible content for higher rankings (Google, 2023). A strong Content SEO strategy enhances visibility, attracts organic traffic, and improves user retention.

Stanley 1913 UK employs a well-structured content strategy, featuring diverse blog sections such as *Stanley Stories, How-To Guides,* and *Recipes*, catering to different user interests and enhancing engagement. This variety supports SEO and helps establish the brand as a valuable resource for lifestyle and product-related content. However, to maximise impact, increasing the frequency of content updates to maintain relevance and improve search visibility.



(Source: UK Stanley 1913, 2025)

Regular content updates are essential for search visibility and user engagement, signaling relevance to search engines (Google, 2023). Stanley 1913 UK maintains freshness by adding new products like the Valentine's Day Quencher and seasonal promotions. To improve further, the brand could update blogs more often, keep product descriptions dynamic with customer reviews and align content with events to boost organic traffic.



(Source: UK Stanley 1913, 2025)

5.5 Keyword performance analysis

Stanley UK's organic traffic relies heavily on branded searches, with the homepage driving 43.3% of traffic from terms like "*Stanley Cup*" (43.32%) and "*Stanley"* (10.59%), reinforcing strong brand authority. However, non-branded keywords like "*water bottle*" (1.8%) attract lower traffic, signaling a need for category-level SEO and content optimisation to improve visibility and conversions. Low engagement (<3%) on mixed-intent keywords and fragmented interest in "*Stanley cups*" (2.6%) suggest competitor influence. To reduce reliance on branded searches, Stanley must enhance product descriptions, integrate high-intent keywords and strengthen structured data for better discoverability.

Top Keywords

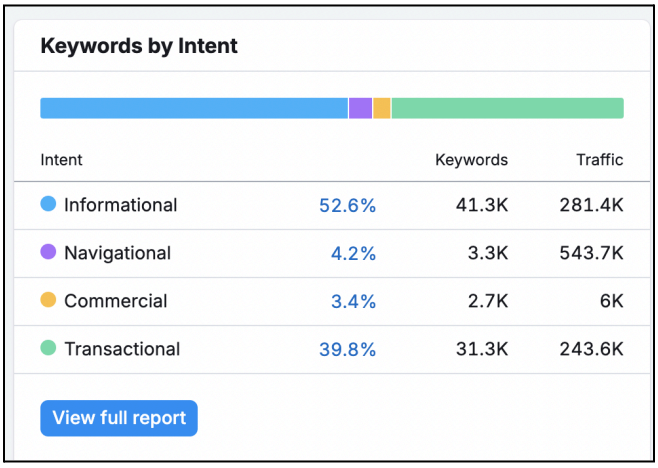
All Positions | Organic | SERP Features

Keyword	Position	SF	Volume	Traffic %
stanley cup	1	7	450K	43.32
stanley	1	9	110K	10.59
stanley cups	1	7	27.1K	2.60
stanley cup uk	1	4	27.1K	2.60
water bottle	1	8	60.5K	1.80

(Source: SEMRush 2025)

Keyword Intent

Stanley 1913 UK's keyword distribution indicates a strong focus on Informational intent (52.6%), driving 281.4K visits, suggesting users primarily seek product-related content, reviews, or usage guides. Transactional keywords (39.8%) contribute significantly, with 243.6K visits, showing strong purchase intent. However, navigational searches (4.2%) generate the highest traffic (543.7K visits), indicating many users search for the brand directly, reinforcing brand recognition. Commercial intent (3.4%) is underutilized, presenting an opportunity to optimise comparison pages, buyer guides, and promotional content to capture mid-funnel users and drive conversions.



(Source: SEMRush 2025)

Search Visibility

Our search visibility analysis (**Figure 7**), revealed that Stanley ranks #1 for "*water bottle*" but struggles in non-branded searches, where YETI dominates terms like "*flask*" and "*thermos*" (**Figure 8**). It lacks visibility in high-intent categories like "*hydro flask*" and "*thermos flask*," requiring stronger content marketing, backlinks, and search intent optimization. Commercial keywords like "*best-insulated water bottle*" and "*leakproof coffee cup*" offer high conversion potential, while informational queries (e.g., "*how many ounces in a cup*") can drive early-stage engagement.

To maintain branded search dominance, Stanley must optimize product pages for engagement, CTR, and content depth. Competing with YETI in non-branded searches requires leveraging SERP features (rich snippets, star ratings, FAQs) to boost visibility (GA4 Traffic Acquisition Report, Google, 2025a). Search Console Queries (Google, 2025b) can help identify high-impression, low-ranking terms for optimization. Expanding content with buyer guides and competitor comparisons (e.g., "*how to choose the best-insulated water bottle*") and optimising

SEO-focused landing pages can improve rankings (GA4 Landing Pages Report, Google, 2025a). Strengthening off-page SEO with high-quality backlinks remains crucial for high-intent searches where competitors outperform Stanley.

5.6 Domain Authority Analysis

Stanley UK authority and backlink analysis (**Figures 9** and **10**) show an authority score of 78 with 9.4K backlinks from 1.1K domains, but 65% are low-quality (DA 0-10), posing toxicity risks (Desphy, 2023). While 89% of links are do-follow, many come from spam sites and irrelevant foreign domains (.ru), risking Google penalties. Only 8% of referring domains are UK-based (.uk), limiting local SEO strength, while 59% of backlinks rely on product links rather than high-value editorial mentions.

The largest backlink source, propermag.com (DA 24, 2,001 backlinks, UK), suggests possible link farming, while metropolitan.hu (DA 38, 234 backlinks, Hungary) contributes non-relevant traffic. Some UK editorial links, such as telegraph.co.uk (DA 82, 11 backlinks), exist but are hosted in the US, reducing local SEO impact. Partnerships like British Airways (ba.com, DA 54, 8 backlinks) provide exposure, while shoreorder.com (DA 27, 162 backlinks, US) suggests reseller activity.

Our SEMrush toxicity audit (**Figure 11**) found 2,209 lost backlinks, 254 lost referring domains, and 1,130 broken links, affecting SEO. A GA4 backlink audit (Google, 2025a) should assess referral traffic, while new strategic partnerships similar to BA (**Figure 12**) can enhance SEO. SC Links Report (Google, 2025b) can flag toxic links for disavowal. Strengthening high-DA UK backlinks, such as BBC and The Guardian, and expanding partnerships with British.

6. Social Media Analysis

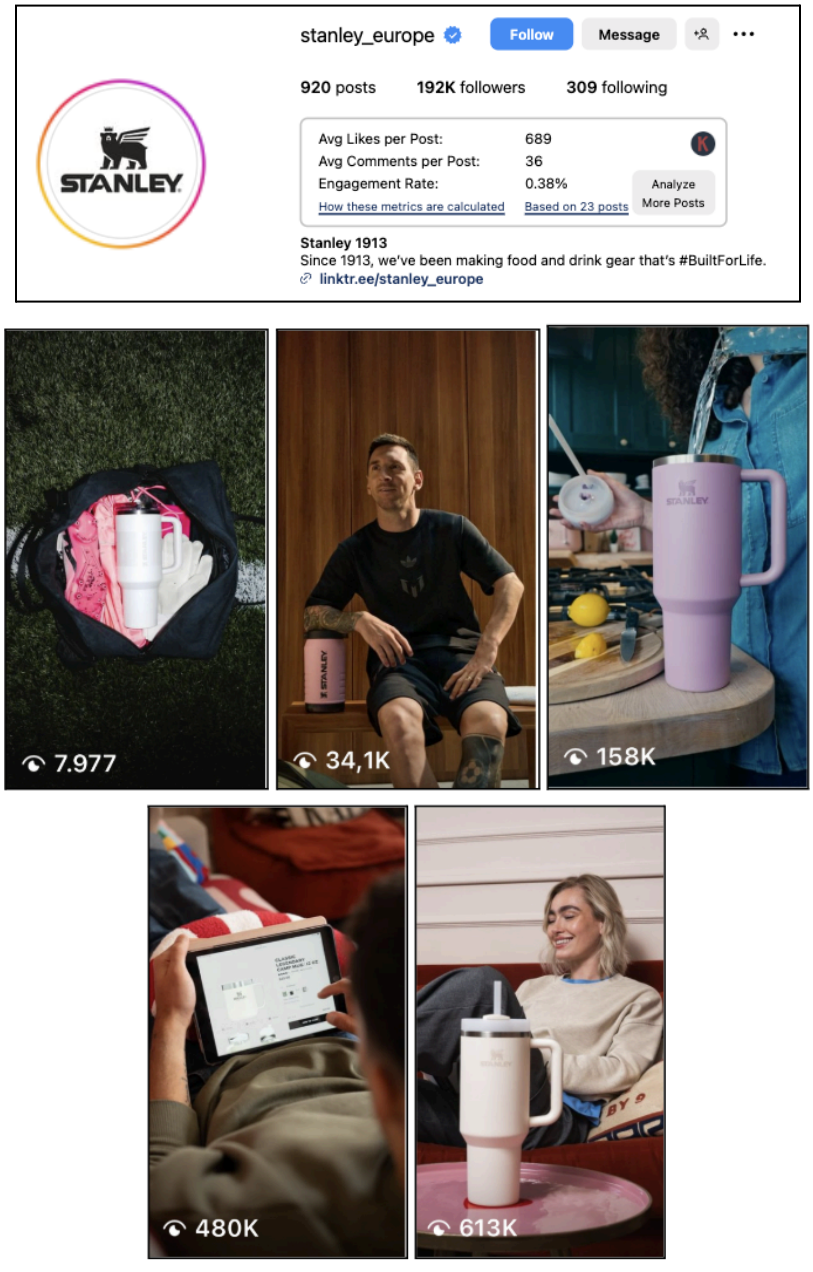
Though social signals do not directly influence SEO rankings, they amplify organic reach, boost referral traffic and strengthen online authority, signaling content relevance to algorithms (Semrush Team, 2023). With Instagram as Stanley UK's primary traffic driver and TikTok rapidly expanding, we will evaluate its impact on engaging and converting its Gen Z audience.

6.1 Instagram Analysis

Our analysis (**Figure 13**) compares Stanley's and YETI's profiles on Instagram, showing YETI's higher engagement rate (1.06%) vs. Stanley's (0.32%), despite having fewer followers. In 30 days, Stanley gained 6.1K followers (-12.1% growth), while YETI added 1.08K (-5.3%), maintaining steadier engagement. Stanley posted 17 times with lower engagement, while YETI's 12 posts saw stronger interactions, indicating better content curation. Though Stanley gets more likes and comments overall, its lower engagement rate suggests a less active audience. Both

brands hold a B- score, signaling room for improvement. With top brands at 1.05% engagement, Stanley must refine its strategy (Lauron, 2024).

Engagement trends reveal football-related Reels, including Messi x Stanley, performed worst, while lifestyle content—hydration tips, bottle personalization, and lid guides—drove the highest views (**Figure below**).



(Source: Instagram, Stanley_Europe, 2025)

The most-liked post featured a micro-influencer at Barry's Bootcamp (**Figure below**), highlighting stronger engagement with lifestyle content over celebrity or sports endorsements. This suggests Stanley's audience values authentic, practical and relatable experiences.



(Source: Stanley_europe, 2025)

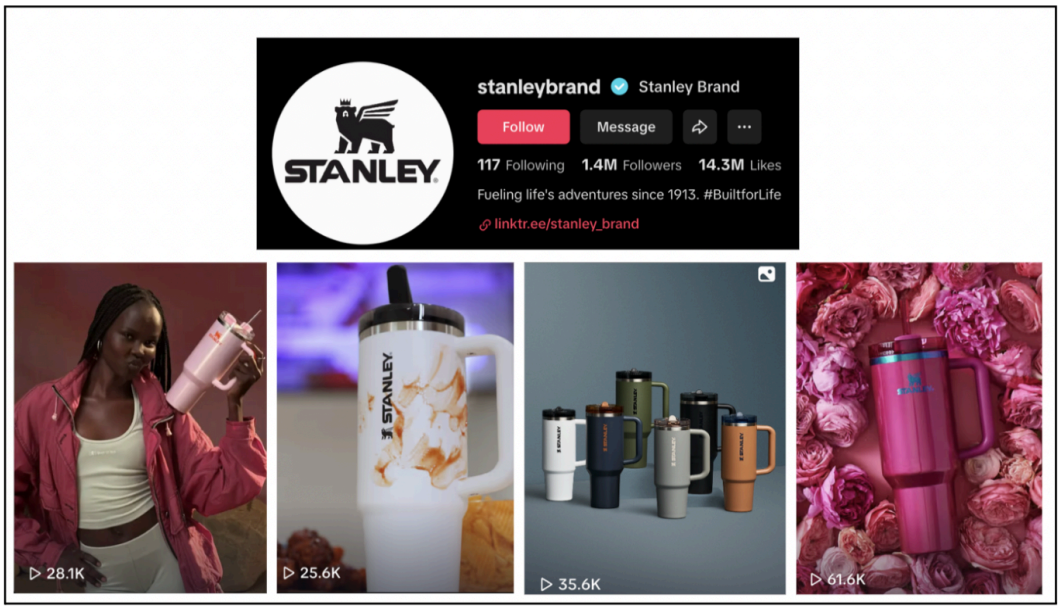
Stanley's product-focused content emphasizes DO and SEE content but lacks storytelling depth (CARE content) to build loyalty. While the website includes recipes, how-to guides and brand stories, these are underutilised on Instagram (Stanley, 2025). With 90% of Gen Z valuing authenticity, Stanley must align content with audience interests to stay relevant (Smith, 2024). To engage Gen Z, Stanley should expand sustainability content and interactive storytelling, following YETI's approach (**Figure 14**). As a pioneer in vacuum insulation, its legacy of adventure and durability can be amplified for stronger differentiation. Health-conscious consumers seek brands reflecting values like wellness and sustainability. To connect with Emily (our persona), content must align with her motivations.

To improve low engagement, Stanley should adopt a data-driven strategy, integrating GA4 with Looker Studio for Instagram tracking, engagement, and conversions. Geo-filters for UK analysis and automated reports will streamline insights for localized strategy (more information in section 7.0).

6.2 TikTok Analysis

Stanley has effectively leveraged TikTok to build brand awareness through influencer collaborations and UGC, fostering a highly engaged community. With 1.4 million followers and 14.3 million likes, Stanley's TikTok presence demonstrates strong audience engagement (Figure below). The hashtag #StanleyCup generated approximately 6.7 billion views, highlighting TikTok's pivotal role in driving visibility and consumer interaction (Forbes, 2024). Over the past 30 days, the brand has gained 100K new followers (+0.4%) and 200K likes (+100%), highlighting consistent growth and viral reach. Additionally, the brand's video uploads have

increased by 42.9%, further contributing to sustained engagement. An excellent UGC example featured a TikTok user Stanley Tumbler surviving a car fire, gaining 3.1 million views. Stanley gifted her a new car (Daily Mail, 2024). This gesture helped further strengthen consumer loyalty and engagement with the brand leading to heightened sales (Colling Media, 2023). Such organic engagement reinforces Stanley's position as a lifestyle brand, extending beyond just functional products to an aspirational consumer identity.

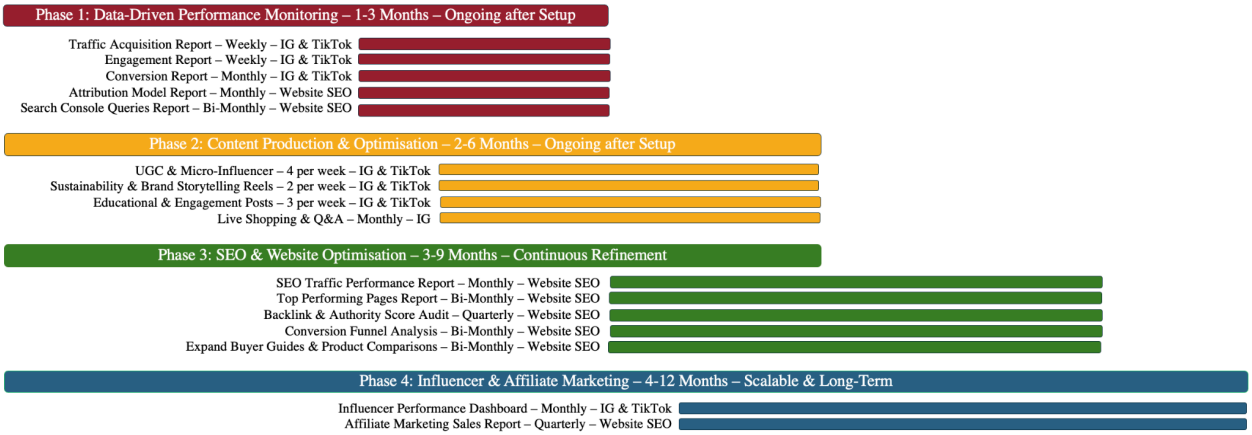


(Source: TikTok, 2025)

Stanley's visual branding is equally impactful, aligning with its aesthetic-driven strategy. The brand frequently releases products in over 100 color variations, including trendy pastel hues, catering to diverse audience preferences (Rival IQ, 2023). This color psychology approach resonates with TikTok's younger demographic, particularly in the UK market, where consumers value aesthetics and utility. Influencer marketing has also been instrumental in Stanley's TikTok growth, leveraging collaborations with figures such as actress Laura Prepon, alongside micro-influencers who drive authentic peer-to-peer recommendations (Keyhole, 2023). These strategic elements help position Stanley as both a social media and consumer trend leader.

Despite strong engagement and viral success, its C+ grade (**Figure 15**) signals room for improvement. Stanley can apply its TikTok strategy to Instagram by integrating GA4 with Looker Studio and GEO filters for precise tracking of UK traffic, engagement, and conversions. Beyond analytics, Stanley should replicate TikTok's success by expanding UGC, influencer partnerships, and interactive storytelling on Instagram. Leveraging trend-driven Reels, carousel posts and community engagement will help drive organic reach and brand affinity.

7.0 Priority Actions and Implementation Timeline



8. Appendix

Figure 1: Stanley UK Age Distribution (Similarweb, 2025)

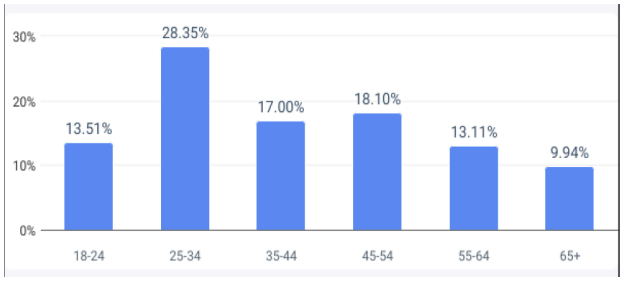


Figure 2: Stanley UK Gender Distribution (Similarweb, 2025)

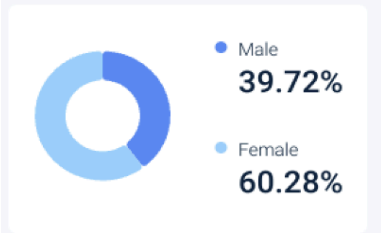


Figure 3: See-Think-Do-Care (STDC) model (Rowles, 2025)

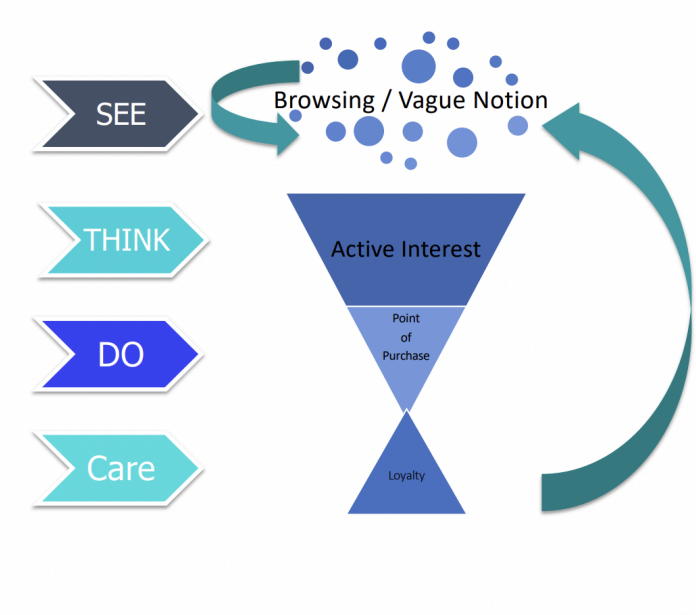


Figure 4: Persona Profile created with UXPressia (2025).



Figure 5: Stanley's UK official website marketing activities include email marketing, promotions, and affiliate marketing (Stanley, 2025).

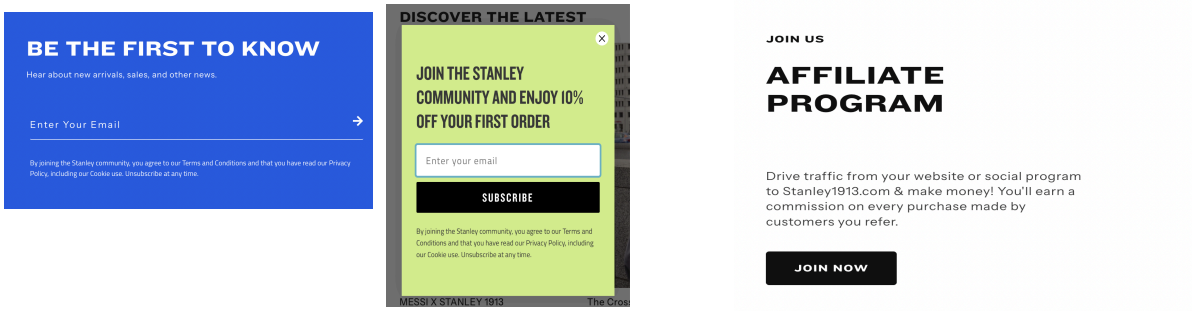


Figure 6: Chosen channels in STDC Stages (Created by the Author).

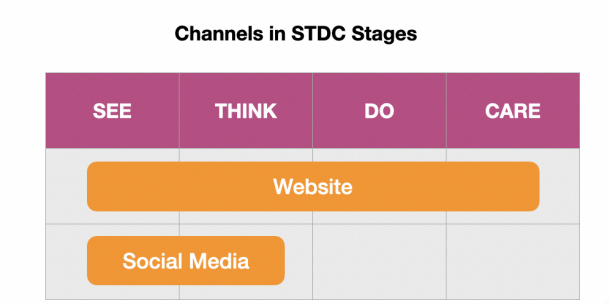


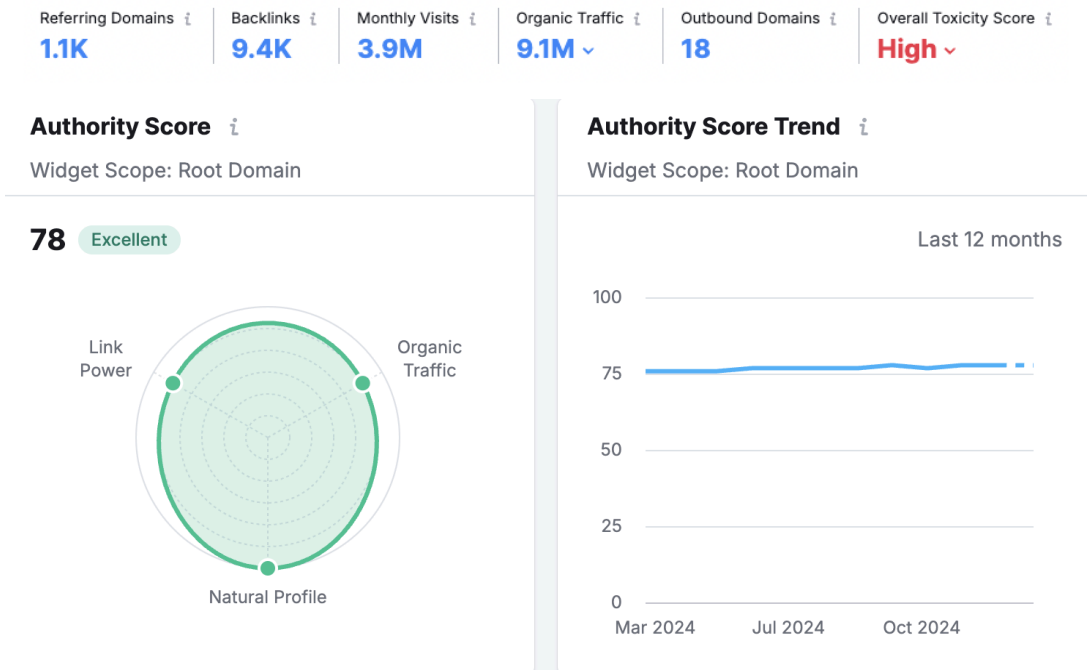
Figure 7: Search Visibility Analysis (Semrush, 2025).

Keyword	Intent	Volume	Trend	Pot. Traffic	PKD %	KD %	CPC (USD)	SERP Features	Updated
water bottle #1	I C	60,500		22,242	0	41	0.61	+3	Last week
Stanley thermos #1	T	1,600		589	0	47	0.28	+4	2 weeks
Stanley coffee mug #1	I T	2,400		885	0	30	0.27		2 weeks
Stanley travel mug #1	I T	3,600		1,326	0	26	0.28		2 weeks
Stanley tumbler #1	I T	6,600		2,436	0	47	0.28	+3	Last week
Stanley flask #1	N	8,100		2,983	0	25	0.27	+2	Last week
Stanley water bottle #1	I T	12,100		4,470	0	29	0.30	+3	Last week
Stanley cup UK #1	N	27,100		9,938	0	42	0.35	+2	Last week
Stanley vs Yeti #30	C	210		2	63	33	0.51	+3	3 weeks
best insulated water bottle #52	C	720		5	28	45	0.42	+3	3 weeks
stainless steel water bottle #56	I T	5,400		36	15	27	0.41	+3	Last week
insulated water bottle #25	I T	4,400		49	24	30	0.39	+2	Last week

Figure 8: Search Visibility Analysis Comparison with YETI (Semrush, 2025).

Keyword	Intent	uk.stanle...	uk.yeti.com	Volume	KD%	CPC	Com.	Results
water bottle	I	1	22	60.5K	39	0.63	1	1.4B
oz to ml	I	90	76	27.1K	63	0.00	0	360M
stanley cup uk	N	1	42	27.1K	40	0.41	1	85.2M
cup to ml	I	99	96	22.2K	59	0.00	0	671M
how many pints in a litre	I	88	93	22.2K	41	0.00	0	3.7M
mugs	I T	98	45	22.2K	44	0.33	1	990M
flask	I	36	22	18.1K	76	0.28	1	211M
lunch box	I T	53	4	18.1K	23	0.33	1	809M
how many oz in a cup	I	100	96	14.8K	59	0.00	0	357M
lunch bag	I T	82	45	14.8K	35	0.30	1	487M
bottle	I T	79	8	12.1K	30	0.76	1	2.6B
coffee cup	I T	49	82	12.1K	25	0.50	1	1.4B
hydro flask	N	87	80	12.1K	24	0.25	1	32.4M
hydroflask	N	91	93	12.1K	44	0.25	1	26.9M
ml to oz	I	94	89	12.1K	53	0.00	0	355M
thermos	N	38	95	12.1K	30	0.29	1	229M
thermos flask	I T	72	92	12.1K	38	0.27	1	70.7M
travel mug	I T	66	14	12.1K	28	0.42	1	237M
tumbler	I T	14	5	12.1K	41	0.35	1	155M
water bottles	I	2	68	12.1K	39	0.63	1	550M
cup in ml	I	99	94	9.9K	53	0.00	0	660M

Figure 9: Authority Analysis (Semrush, 2025).



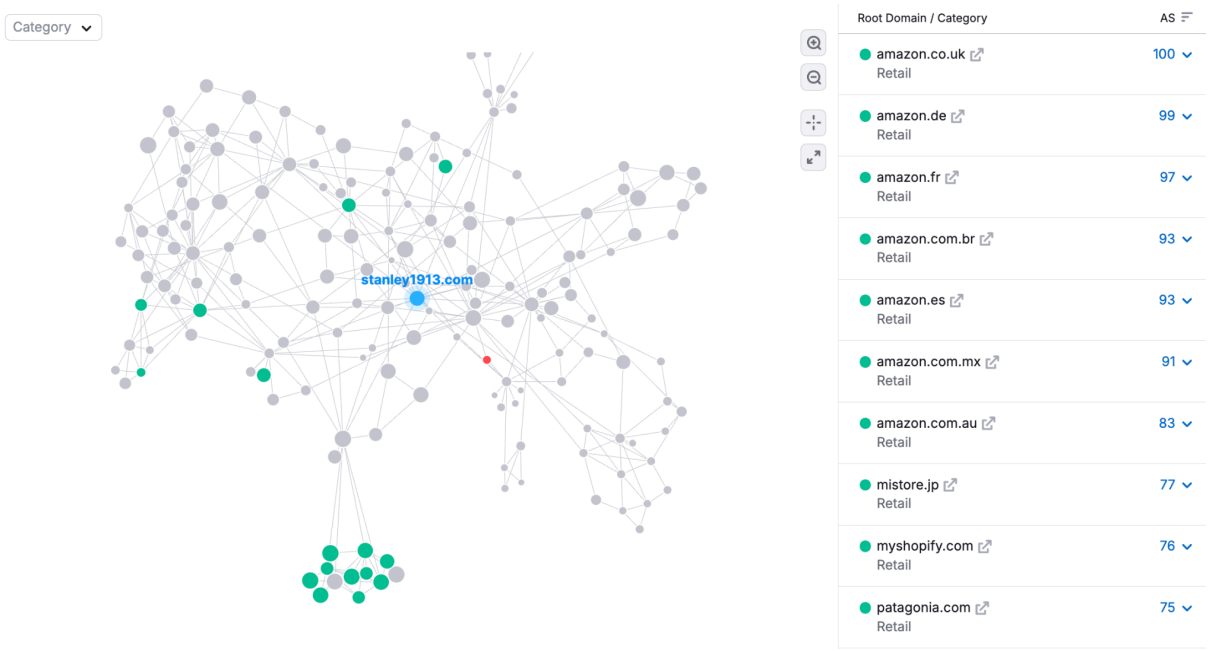
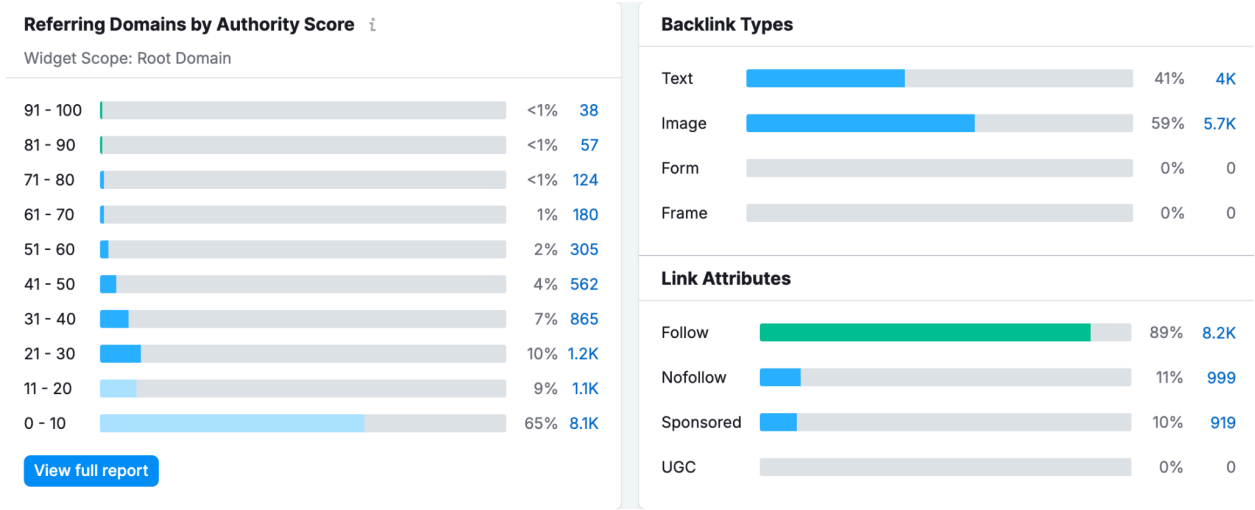
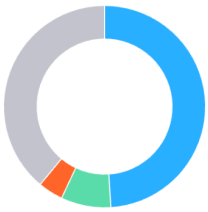


Figure 10: Backlink Analysis (Semrush, 2025).



TLD Distribution



TLD	Referring Domains	
.com	49%	557
.uk	8%	89
.ru	4%	46
.gov	0%	0
.edu	<1%	1
other	39%	440

Top Countries

Country	Referring Domains		
United States of America	32%	380
France	9%	105
Germany	6%	67
United Kingdom	4%	52
Russian Federation	4%	47
Italy	2%	28

AS	Root Domain / Category	Backlinks	Country / IP	First Seen
2	instrsnab.ru	71	92.53.96.223	Jun 7, 2024
4	35gkdc1.ru Lost	39	77.222.40.195	Apr 20, 2024
2	acagro.ru	26	185.84.108.232	Apr 28, 2024
2	domocb.ru Information Technology Lost	25	77.222.57.105	May 3, 2024
2	metalloprokat-scs.ru	23	5.101.115.95	Jun 27, 2024
4	bcpark.ru Real Estate Lost	11	213.87.75.163	Nov 26, 2023
2	yuravto.ru	10	79.137.162.191	Aug 3, 2024
2	mavigrum.ru Lost	7	92.53.96.4	Aug 14, 2024
2	pogranskoe.ru	5	90.156.201.79	Aug 2, 2024
2	parmabeton.ru Lost	4	91.219.194.5	Dec 12, 2023
2	santehnik-ess.ru	4	95.47.161.64	Apr 23, 2024
4	zaborpmr.ru	4	31.129.110.252	Jan 14, 2024
2	baikal-agricultural.ru	3	92.53.96.147	Aug 29, 2024

AS	Root Domain / Category	Backlinks	Country / IP	First Seen
24	propermag.com Apparel & Fashion	2,001	185.184.248.80	Aug 13, 2024
38	metropolitan.hu Education	234	185.51.66.243	Mar 16, 2024
82	telegraph.co.uk Hospitality Nofollow	11	23.202.153.72	Dec 26, 2023
54	ba.com Airlines	8	78.136.60.44	May 23, 2024
21	nativve.com Advertising & Marketing	29	199.167.151.181	Oct 12, 2023

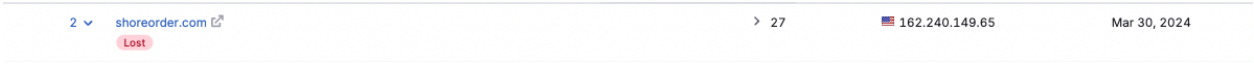


Figure 11: Stanley UK Toxicity Audit (Semrush, 2025).

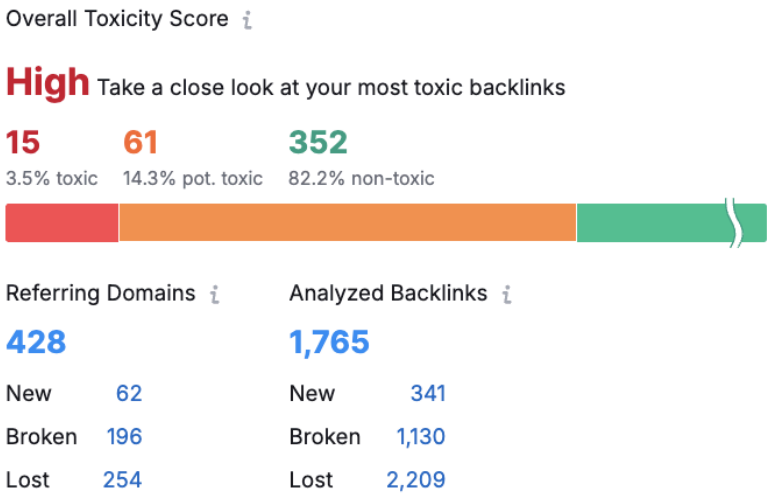


Figure 12: Stanley UK Partnership with British Airways (2023).

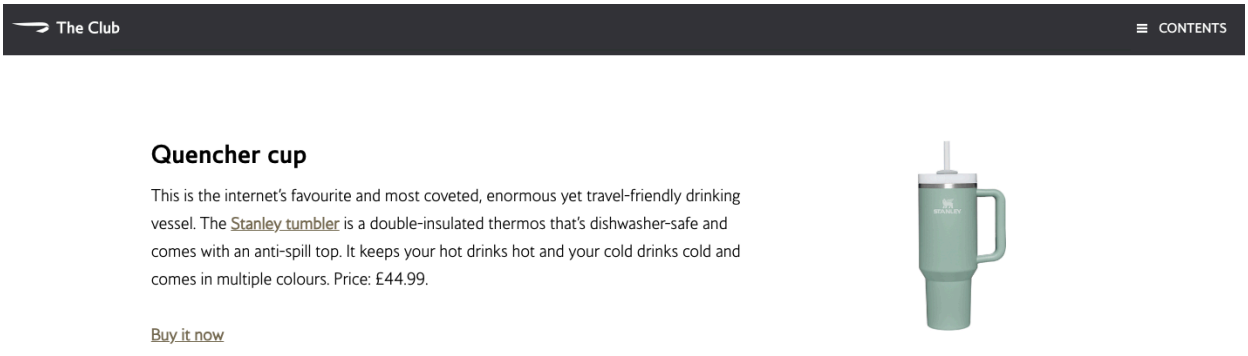


Figure 13: Stanley and Yeti Europe Instagram Statistics (Social Blade, 2025a).

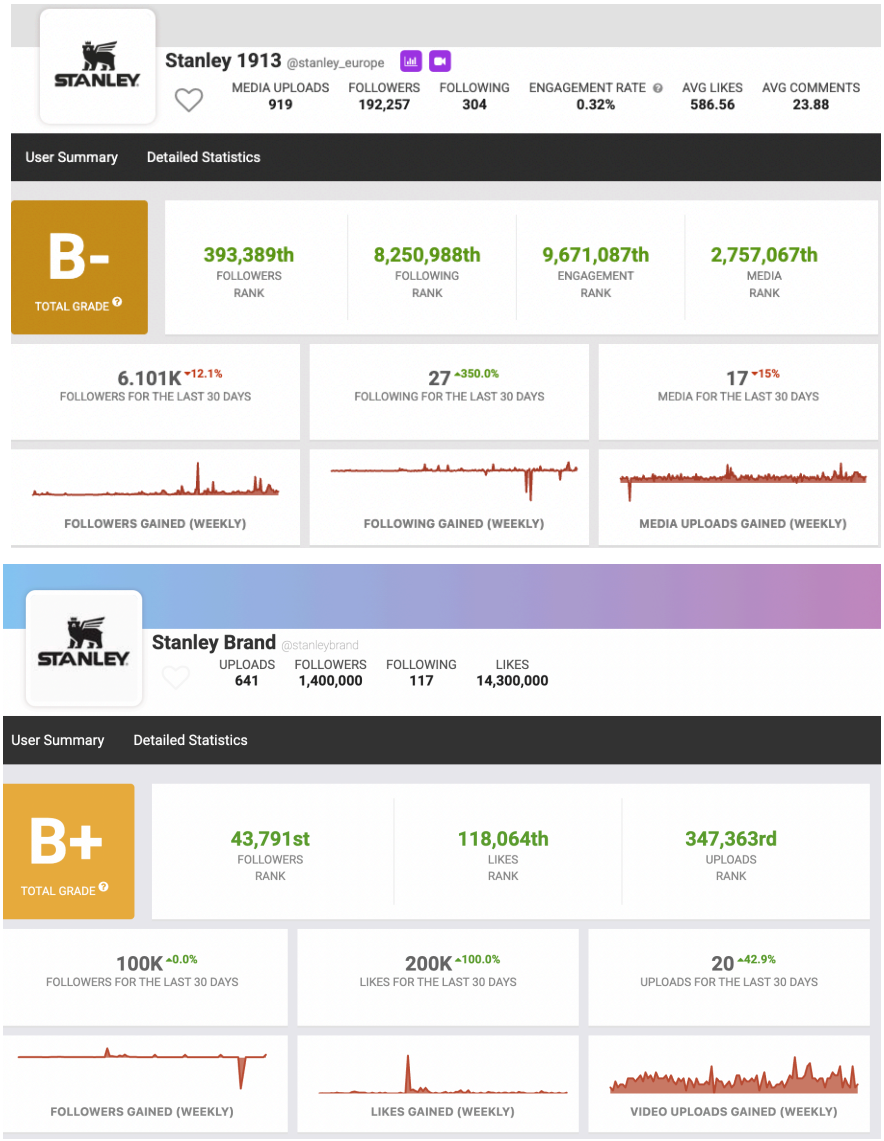


Figure 14: YETI's Instagram Analysis (YETI Europe, 2025).

YETI's Reels blend storytelling, influencer marketing, and product durability, positioning the brand as an outdoor essential. Through real-world scenarios, from surfers to skiers, and standout content like a polar bear interacting with a YETI cooler, the brand reinforces durability and adventure. Furthermore, by leveraging ambassador partnerships, high-quality visuals, and lifestyle marketing, YETI fosters strong emotional connections. With engagement rates up to 4.44%, their strategic storytelling and UGC elevate YETI into a lifestyle brand, setting it apart in a competitive market.

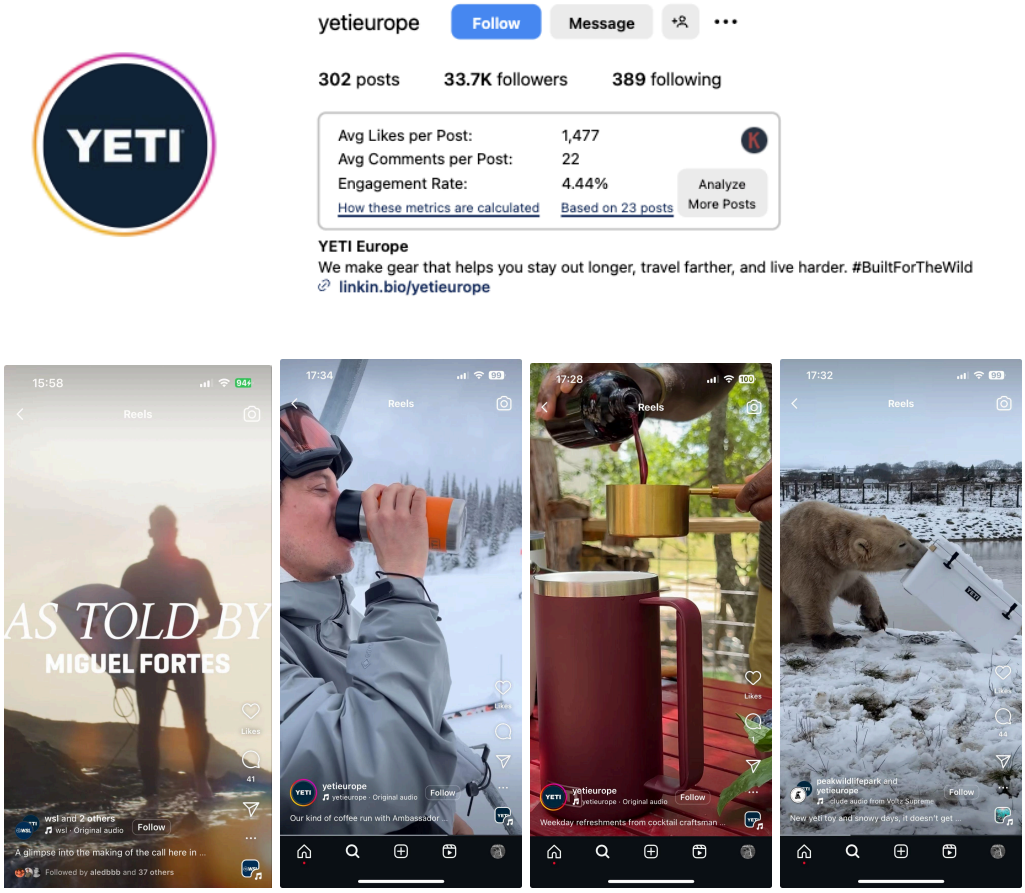
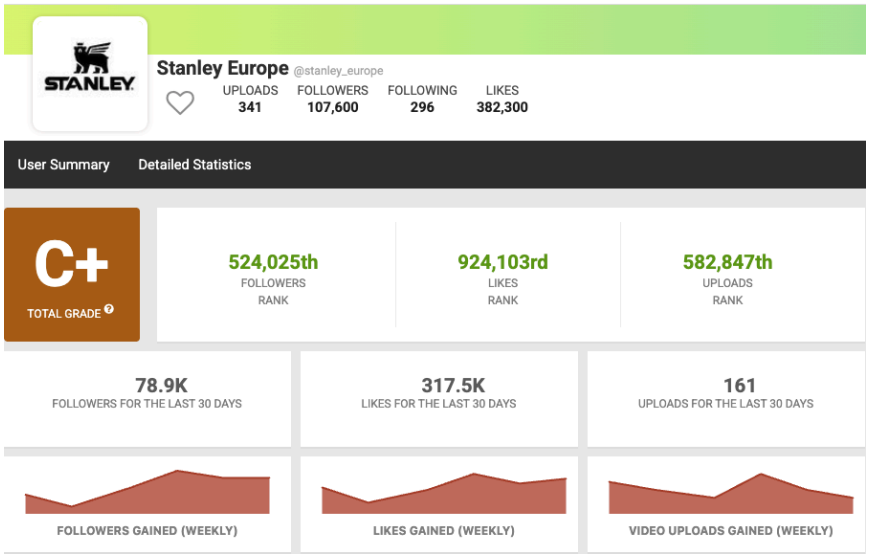


Figure 15: Stanley and Yeti Europe Instagram Statistics (Social Blade, 2025b).



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