

The
Authority

The
Challenger

The
Disruptor

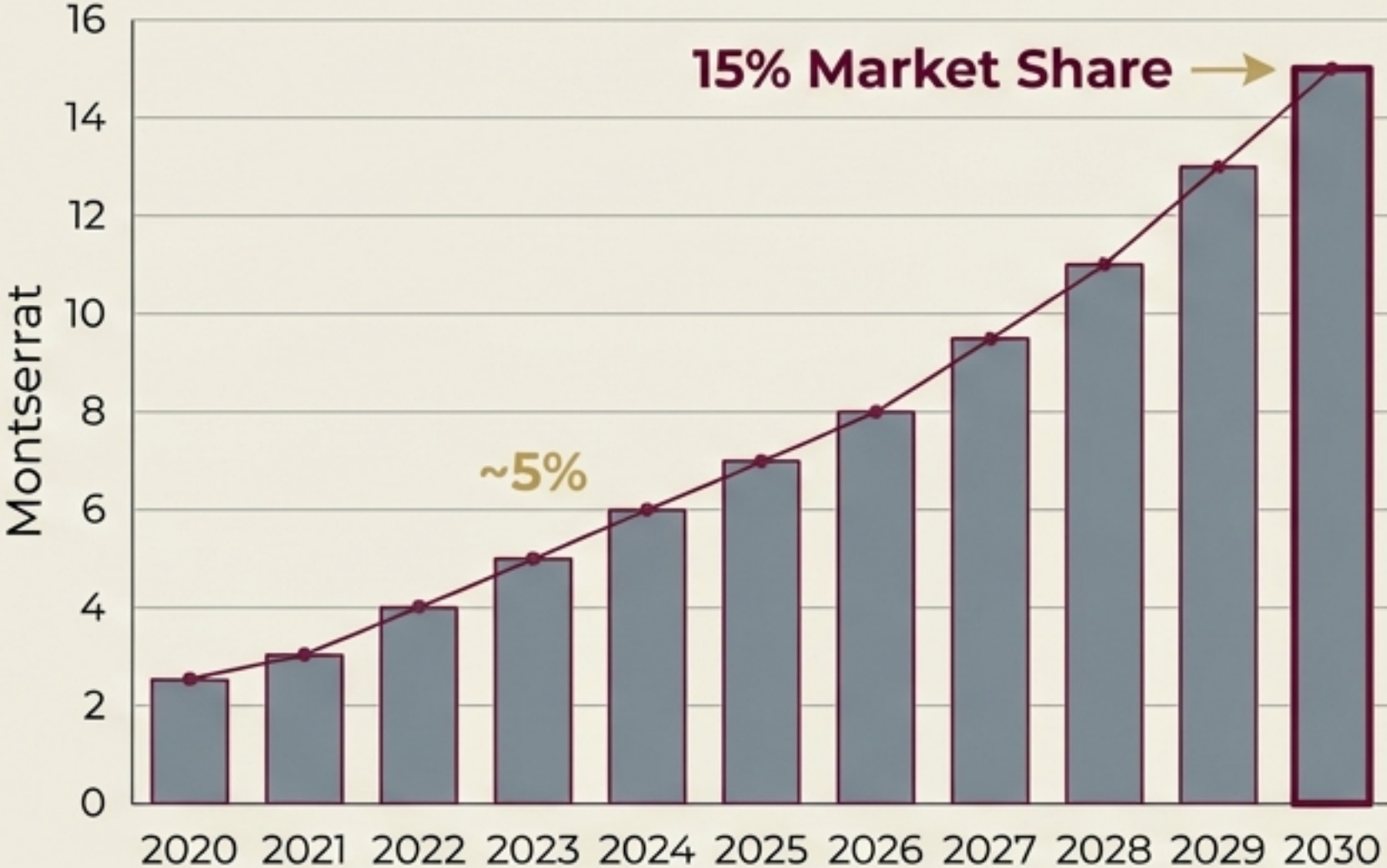
The Strategic Pivot: From Catalogue to Community

Competitive Analysis & Growth Roadmap for Giva

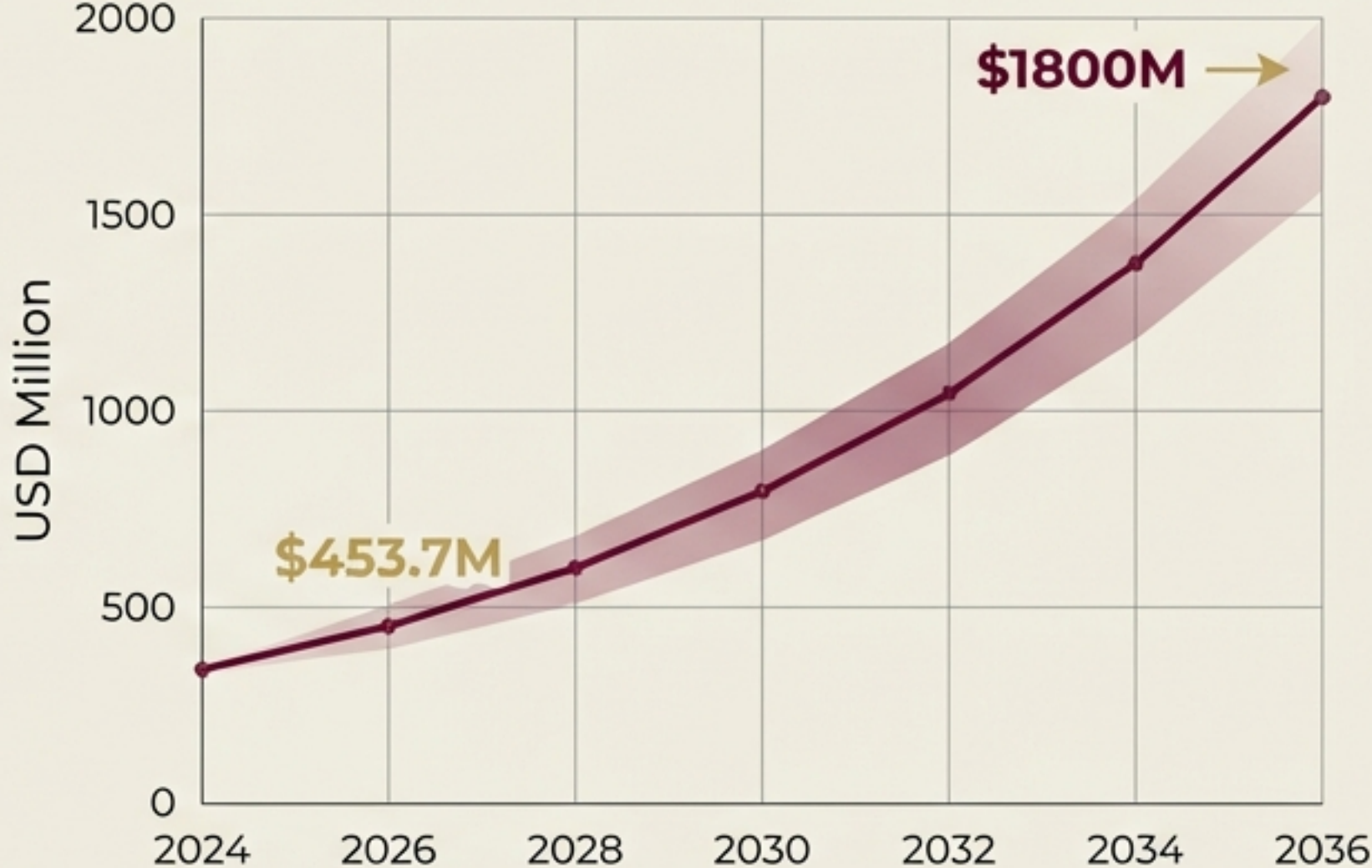
STRATEGY DECK

The Horizon: A Rapidly Expanding Market Opportunity

Online Jewellery Market Share (%)



India Lab-grown Diamond Market (USD Million)



The sector is shifting toward online adoption and lab-grown alternatives, creating a tailwind for digital-first brands.

Giva is Squeezed Between Authority and Engagement

Battlefield Map



CaratLane

Dominates Trust, SEO,
Corporate Authority



Palmonas

Dominates Buzz, Gen-Z
Relevance, Viral Engagement

Giva has scale but lacks the 'Soul' of Palmonas
and the 'Fortress' of CaratLane.

The Social Disconnect: High Followers, Low Interaction

VOLUME

VALUE

1.3M+ Followers (Giva)

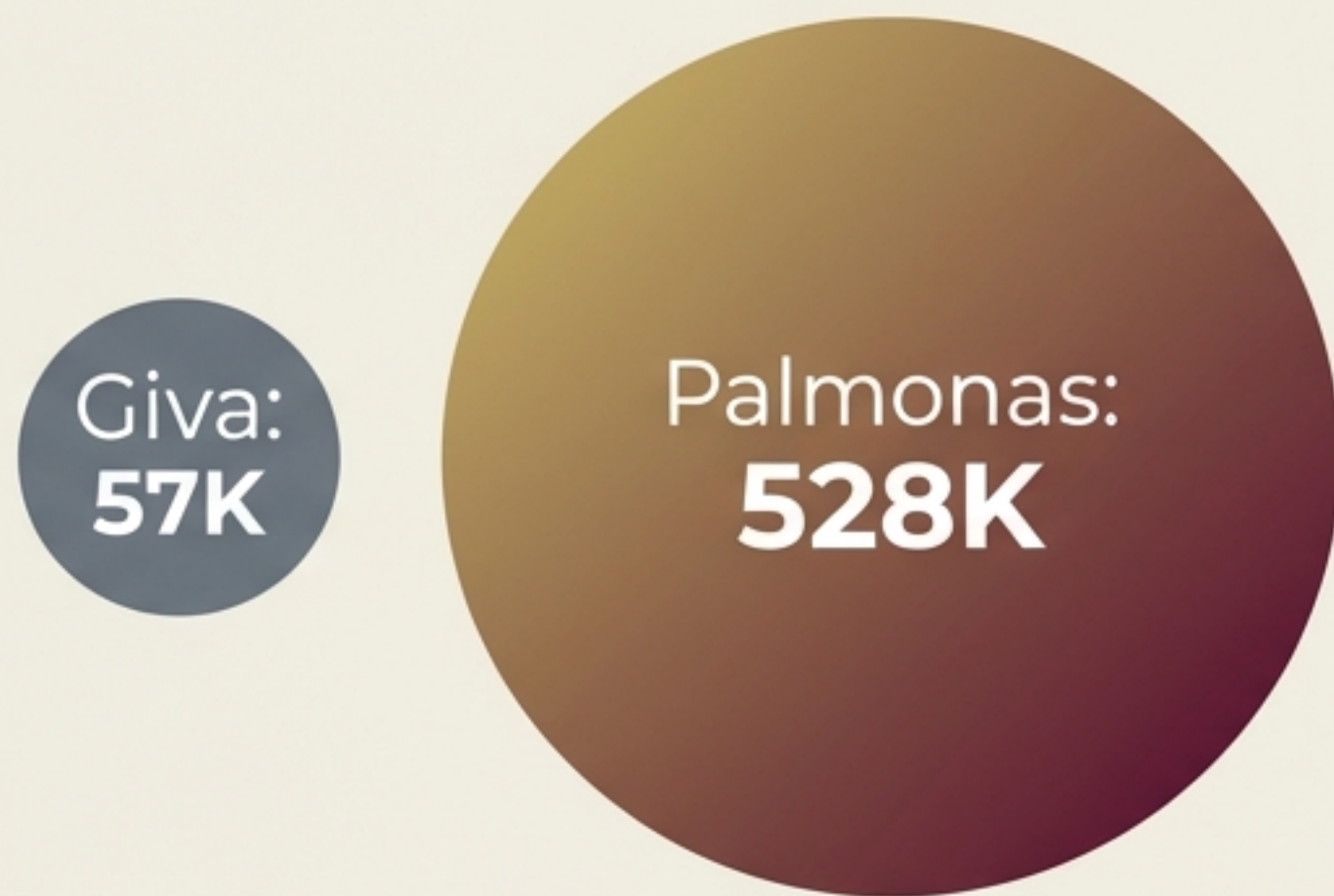
High follower count, but does it translate to reach?

Engagement Rate	
CaratLane	0.04%
Palmonas	0.03%
Giva	0.01%

Giva gained 53K followers in 14 days (vs Palmonas 23K), yet interaction remained stagnant.

Giva is likely “buying” growth, while competitors are earning organic interaction.

The Virality Gap: Palmonas Owns the Conversation



10x More Conversation

Efficiency: Giva **+6.6K** likes generated **57K** Talking About.

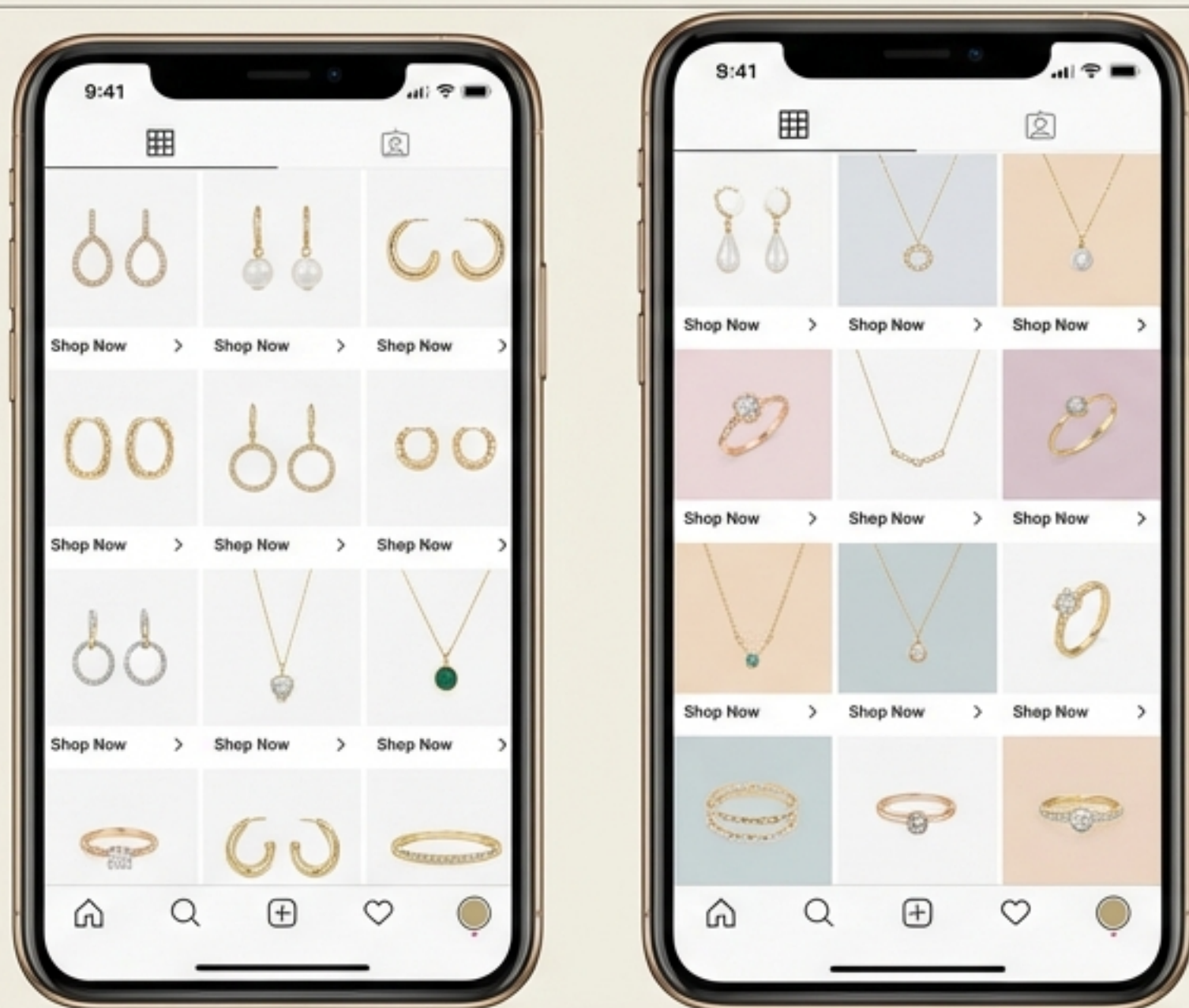
Efficiency: **Palmonas** **+2.4K** likes generated **371K** Talking About.

Rank: Giva **19,641st** vs. Palmonas **3,533rd**.

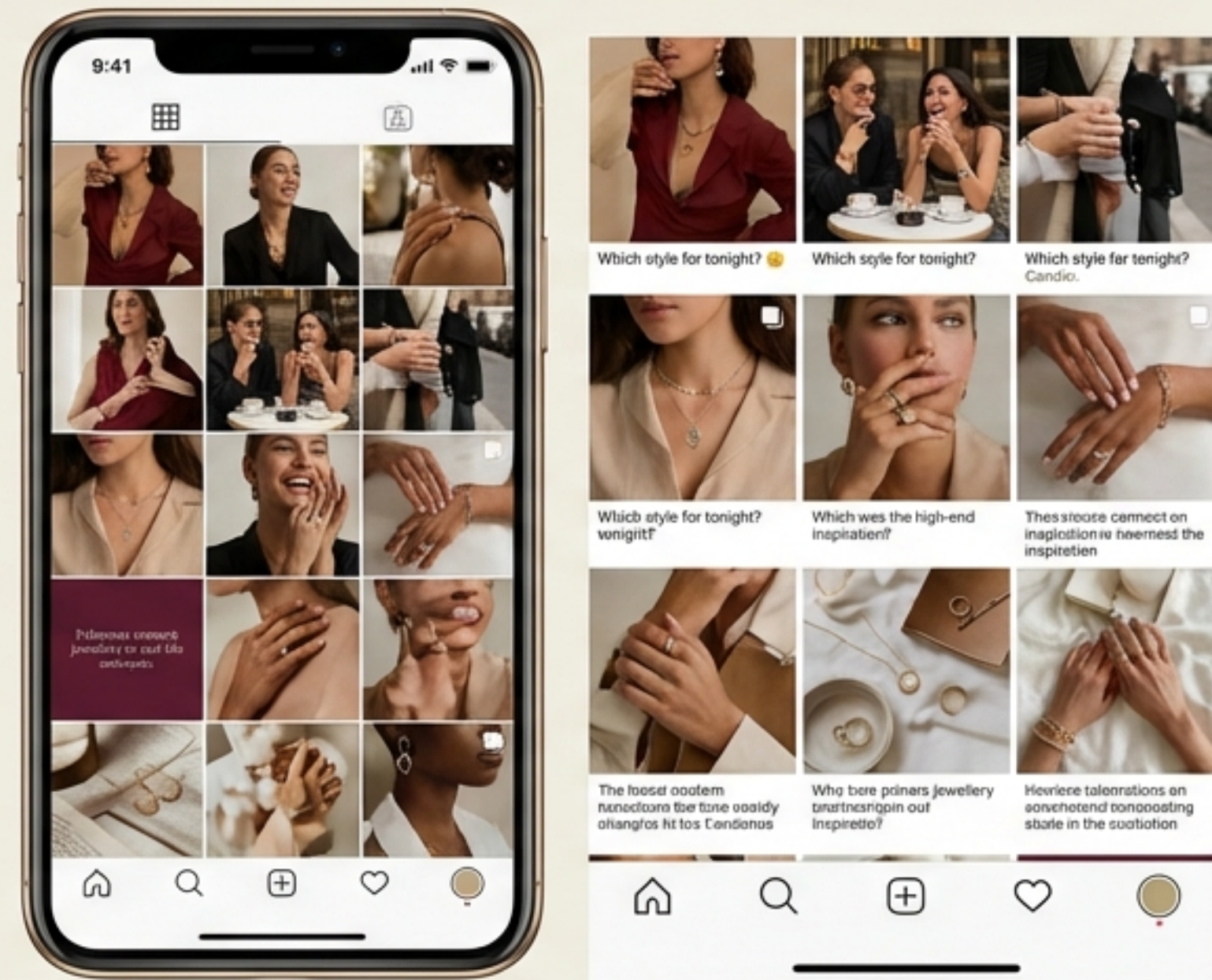
Giva generates likes; Palmonas generates buzz.

Content DNA: Catalogue vs. Community

Giva: The Digital Catalogue



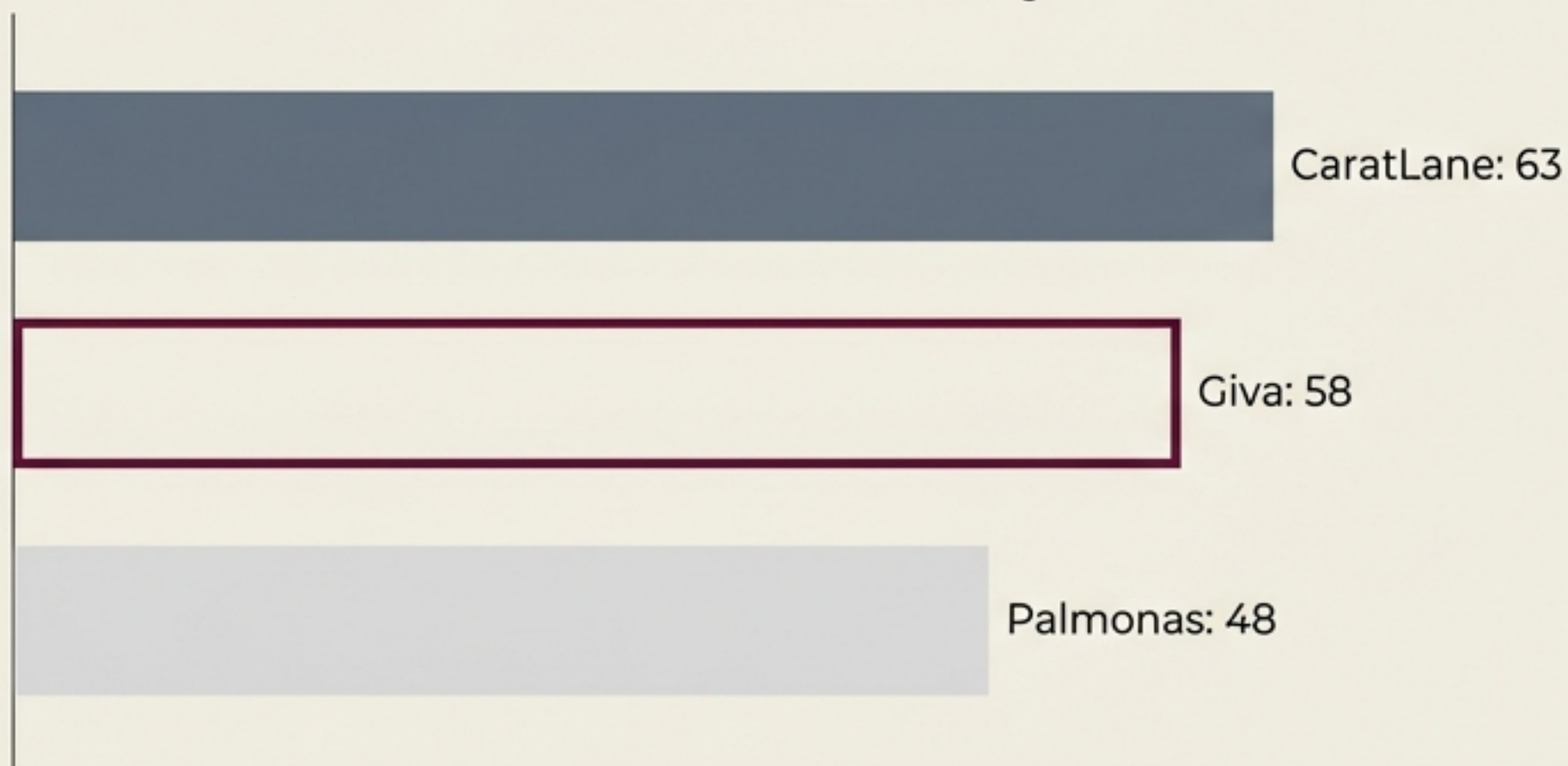
Palmonas: The Lifestyle Brand



Palmonas connects jewellery to real life moments;
Giva connects jewellery to sales.

The Authority Gap: CaratLane's SEO Fortress

Domain Authority



Organic Traffic:
CaratLane (4.4M)
vs. **Giva (1.7M)**

Backlinks:
CaratLane (165K) vs.
Giva (60K)

Giva is a strong challenger (2nd place) but lacks the backlink scale to overthrow CaratLane's search dominance.

Momentum Shift: Traffic Trends & Retention

Total Visits Momentum

Giva: 4.86M (↓ 6.8%)

Palmonas: 5.33M (↑ 53.6%)



Engagement Quality

⌚ Avg Duration:
Palmonas (3:19) > Giva (2:19)

🌐 Social Traffic Share:
Palmonas (16.88%) > Giva (9.15%)

Palmonas converts social buzz into website traffic more effectively.
Giva's traffic momentum is declining despite high ad spend.

Advertising Strategy: Quantity vs. Storytelling

Giva: 190+ Active Ads
Montserrat



Product-centric, Store-focused

CaratLane: 82 Active Ads
Montserrat



Narrative-focused, Storytelling

Shift focus from 'Quantifying' ads to 'Quality' ads that leverage emotion.

The Diagnosis: Product-Rich, Story-Poor



Social

Winning on follower count, losing on engagement
(**0.01% rate**)



Search

Strong foundation
(**DA 58**), but declining traffic momentum (**-6.8%**)

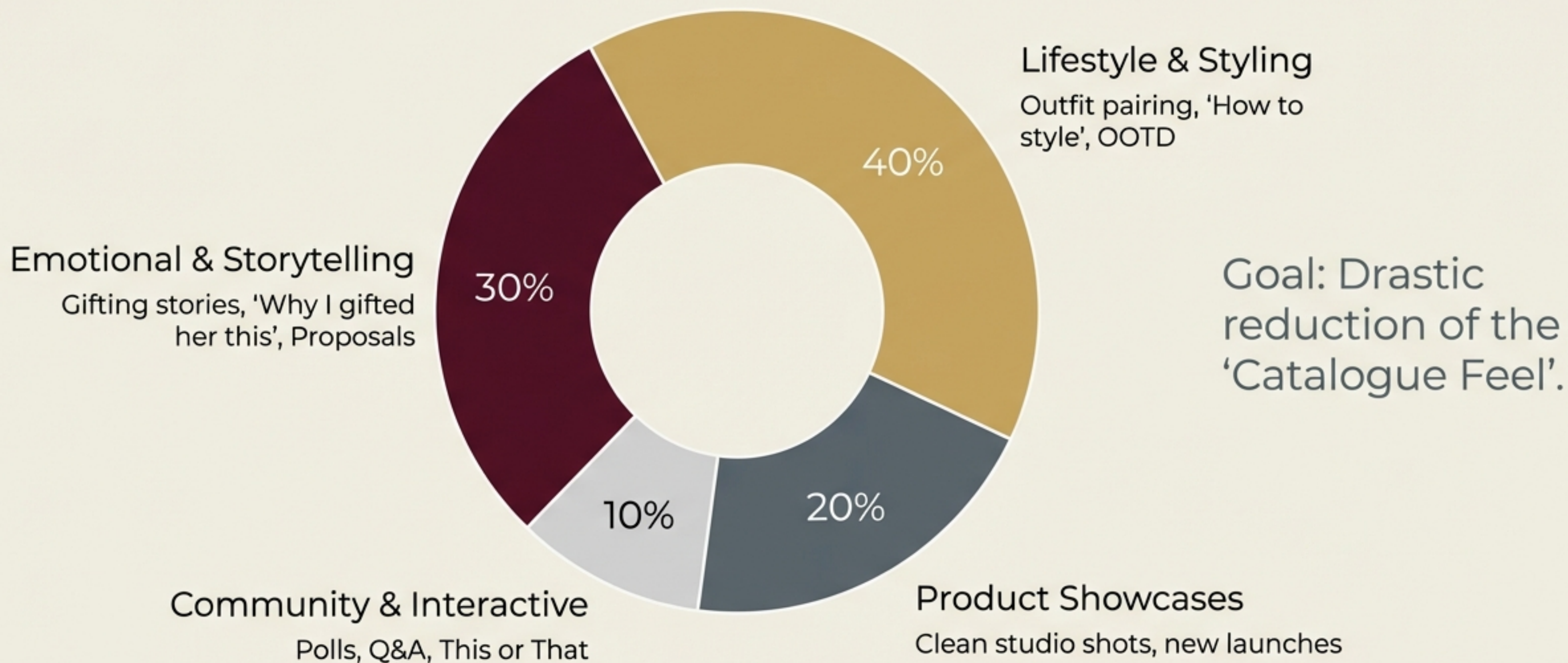


Content

Feed functions as a catalogue, lacking the 'human touch' of Palmonas.

The Pivot: Giva must transition from a Transactional Brand to an Emotional Brand

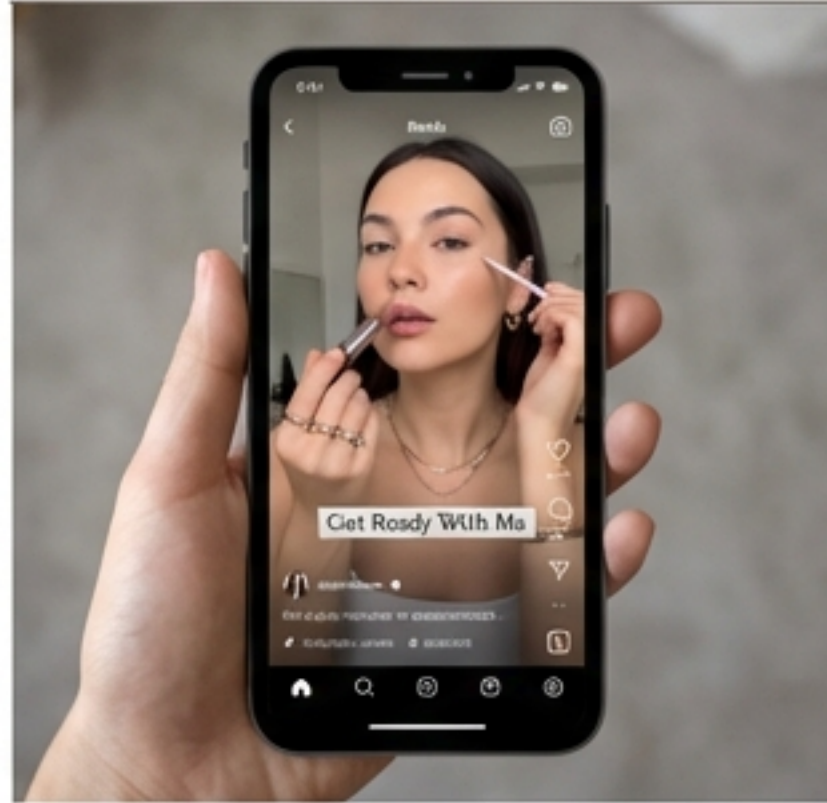
The Solution: The 40-30-20-10 Content Mix Model



Execution: Humanizing the Brand



Real Life Moments
(Office/Brunch/Date)



Reels Strategy
(GRWM/Unboxing)

"Tag someone who loves
minimal jewellery"
instead of "Shop Now"

Narrative Hooks

Increase emotional relatability and 'Save' metrics.

Execution: Activating the Community



Campaigns

Launch “Giva Girl of the Week” to celebrate real customers.



Incentives

Monthly repost campaigns to encourage tagging and sharing.



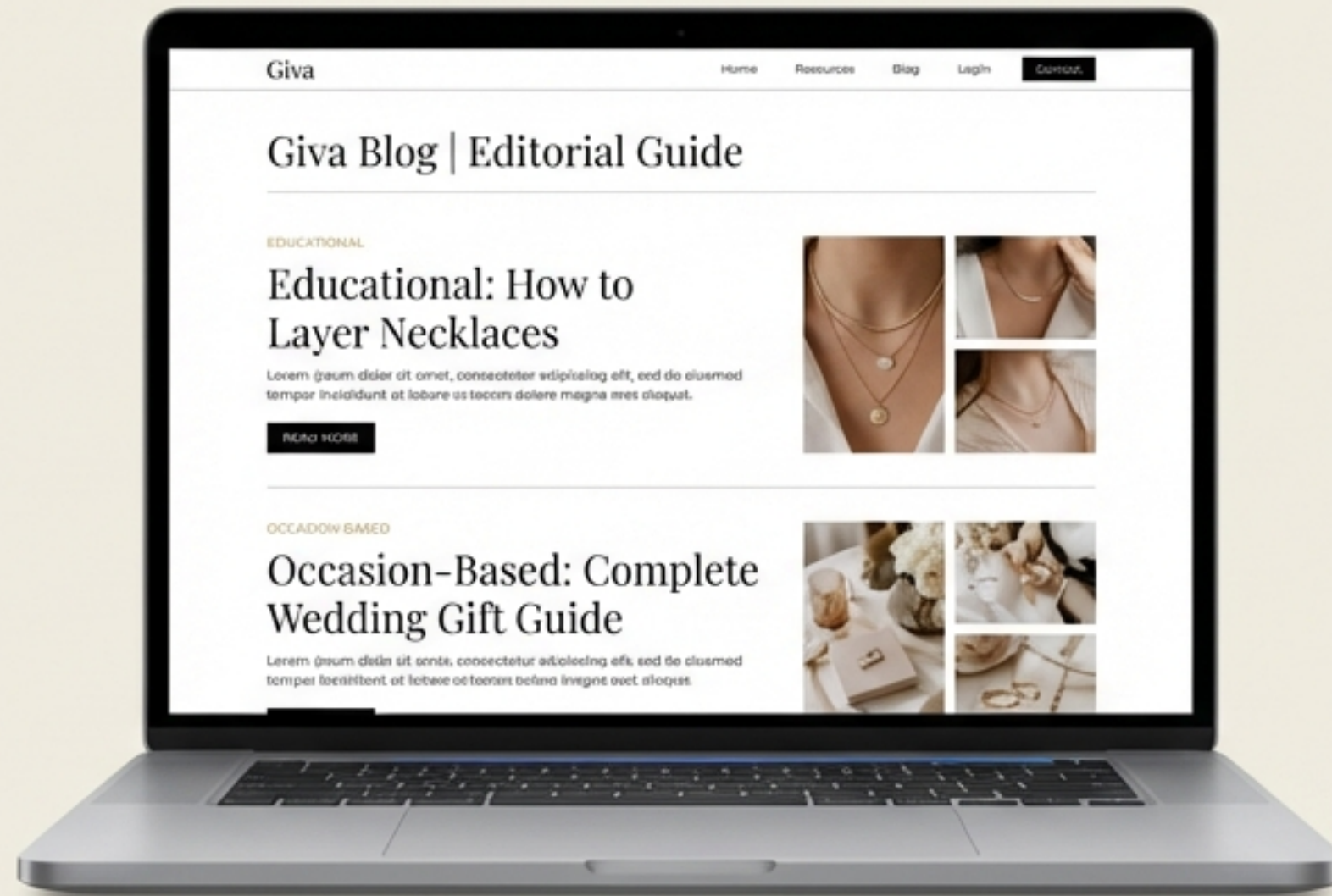
Interaction

Use polls and quizzes in stories to boost algorithm signals.

Metric Goals:

Shift focus from Follower Count to Comments, Shares, and UGC Mentions.

Execution: Closing the Authority Gap



- **Strategy:** Category Authority Play via **SEO Blog Clusters**.
- **Topics:** **Silver vs. Gold Plated Guide**, Anniversary Guides.

Goal: Attract high-quality backlinks to narrow the gap between DA 58 and DA 63, and arrest the traffic decline.

The Way Forward



**“Palmonas wins on buzz. CaratLane wins on trust.
Giva must win on Storytelling.”**