

4 Benefits of Competitive Intelligence

1

Compare Your Reputation Against Your Top Competitors

Dive into competitor ratings, reviews, customer sentiment, and response rates to learn the “why” behind their reputation performance.

2

Identify Competitors' Strengths and Weaknesses

Understand themes and leverage keywords directly from your competitor's customer feedback in your own campaigns and messaging.

3

Proactively Act on Emerging Trends

Detect opportunities across multiple segments and receive recommendations on how your team can harness insights to gain a competitive edge.

4

Leverage Data to Plan For the Future

Apply gathered insights about your main challenges and successes to fuel your company's growth efforts.

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