



CI MythBusters

***Kompyte separating
fact from fiction
in helping you track
your competitive
landscape***

Whether you have a formal competitive intelligence program, ad hoc initiatives, or are avoiding CI for a number of perceived risks, you've probably heard some comments about implementing competitive automation or tactics into your marketing strategy.

Humans are competitive by nature. That's why we find sports organized or other so fascinating. It's also why some companies rise while others fail to get off the ground. Although success is part luck and subject to circumstance, the most tenacious of employees and leaders seem to come out on top.

Over the past few years, competitive intelligence automation has become a quickly growing marketing technology, but not without criticism. Of course, with criticism comes fears and misleading statements spread by various parties. Well, we're here to clear a few things up and bust those pesky CI myths, along with tips for taking action and how the right tool (**Hint*Hint* Kompyte Competitive Intelligence Automation*) can make a world of difference to your marketing strategy.

Myth 1

CI only tracks small parts of competitor activities.

Not really. True, you'll never know everything about a competitor unless you're either on the team or are a fly on their wall. However, the intent behind your competitor's actions can surface quite quickly when you collect the right information.

Unless you have unlimited resources; time, money, and employees, researching your competitor's activities and analyzing each move to surfacing valuable insights and taking swift action seems not only impossible but implausible.

BEFORE

Detecting competitors involves hours of online research & months of sales & customer interviews.

AFTER

With **Kompyte**, your competitive landscape is tracked 24 hours/day,

Guaranteeing a

99.9% uptime rate

Filtering out

95% of noise

BEFORE

Manually reviewing competitor's websites takes hours and is prone to error and omission.

AFTER

Kompyte detects

1M web changes / DAY

using artificial intelligence we are able to categorize each web zone change to show you only relevant changes.

BEFORE

Manually pulling data and sifting through massive spreadsheets takes hours to find one single insight.

AFTER

Delivering over

70K / A YEAR /
throughout client organizations
actionable, real-time intelligence alerts

Kompyte gives users insight faster so they can make more data-driven, strategic decisions.

How Kompyte busts this myth

If patched together automation can be more of a distraction. Our AI insight curation platform can effectively filter 95% of irrelevant data or “noise.” The automation maximize efficiency by providing key teams with strategically relevant insights at the right time. While the AI insight curation tool collects and filters the most pertinent intel, it is always learning to help you remain competitive and beat the competition in crowded markets.

*For some companies tracking all competitors might be more difficult than others. This all depends on the competitive landscape. Medrio, a leading provider of eClinical technology, **tracks 39 different companies across all digital platforms**. They get a real-time, 360-degree view of their competitors through competitive intelligence automation. They get the right competitive intel to help them win competitive deals from the get-go.*

Tips for taking action

Automate the tracking of your competitors data. There are tools (free and paid) that can provide a true 360-degree view. For example, Kompyte tracks over 500 million data points a month across 16.8 million companies. Their entire digital footprint is essential to track and can be tracked retroactively to help you see the evolution of your competitors. So how can you get started?

- Define your competitive landscape; What is your total addressable market, and who are the players?
- Prioritize which competitors you want to track, organize them into direct, indirect, and emerging competitors.
- Identify the channels where your competitors are active and monitor three key areas: industry trends, risks, and potential opportunities.
- Optimize the research and automate the collection and analysis of competitive intel.

Myth 2

Sharing updates and insights are difficult and not scalable.

Mobilization of the masses is always a challenge, and without adoption, you will struggle to get a project off the ground. However, updates and insights are highly sought after information. Go-to-market teams, whether on the sales, product, or marketing team, want the same thing at the end of the day.

One challenge teams face is fatigue. Salespeople can have shorter attention spans with the amount of work and shifting priorities, keeping them engaged, and driving adoption will rely heavily on the quality of content and the impact they can make with it.

How Kompyte busts this myth

With a powerful, always-on AI insights curator, comes great responsibility. Value insights need to be shared with the right teams, but to ensure they're being used and tracked, we create a content repository.

This repository is a centralized knowledge base allowing you to update competitive intel through one source and automatically update battle cards and sales assets that house the same content. Instead updating each asset manually, the kompyte battle card widget makes sure your sales team has the most up-to-date intel as soon as you have an update.

Additionally, admins have access to monitor the use of competitive intel and assets, including battlecards. Thus allowing you to optimize content, and drive adoption and engagement from users.

Tips for taking action

Not everyone needs to know everything. Delivering the right information to the right people at the right time isn't reserved for the customer experience. Internal teams need you to be the filter. Sales enablement puts your marketing initiatives into action.

Start by:

- Filtering the intel that is being collected and organizing it using battle cards.
- Managing expectations with information and setting a schedule.
- Categorizing updates based on priority and team needs.
- Creating a communication loop for sales and products to provide relevant updates and feedback on intel shared.
- Allowing time for adoption and gain leadership buy-in from the top-down to help prioritize initiative within your organization.

Myth 3

***Maintaining
a competitive
intelligence tool
or program is too
time-consuming.***

Depending on the size of your marketing team, you probably have a couple of SaaS platforms, and adding another one to the mix already sounds exhausting. Wouldn't it just be easier to hire a company that has an analyst pull all the information you need? The short answer is no. Outside providers lack details and nuances that come with being an internal employee. What was relevant for one campaign might not be valuable for the next.

For smaller companies or the early days of doing competitive analysis, a basic spreadsheet might be a good place to start, but maintaining that will become more of a pain than having an automated tool in your arsenal. Regardless of company size, competitive intelligence automation is about efficiency and efficacy - investing in not only the right tool, but how you use the tool is just as important.

How Kompyte busts this myth

The Kompyte platform guarantees a 99.9% uptime rate. This allows for competitive insights to be generated 24/7. That, along with tags and appropriate categorization, helps the AI to surface the relevant data for you to act swiftly on competitive opportunities (or respond to false competitor claims).

While we're a more automated tool that supports it, we prioritize customer success and have a world-class team in place dedicated to maximizing value. Our customer success team not only is there when you have questions or need extra hands but kicks off your experience, helping you build out your CI initiatives. They also support you through the ebbs and flows of business, helping you scale plans as you grow.

Our customer satisfaction and retention are leading the industry. Don't believe us? We'd be happy to set you up with a customer reference call to answer your questions one-to-one.

Tips for taking action

Competitive intelligence isn't something you do once and you're good. Market intelligence is in a constant state of change, and you need a way to make sure your information doesn't fall behind the reality of the competitive landscape. That means developing a solid plan for maintaining your competitive intelligence tools over time. Make sure your plan is flexible to account for various unforeseen circumstances or world pandemics.

Start by:

- Getting to know your tool.
- Utilize your customer success manager and the onboarding process.
- Build a competitive intelligence strategy.
- Outline clear guidelines for using CI tools in your organization.
- Maintain and update your data regularly.
- Develop a regular channel for sharing information with your teams.

Myth 4

CI is just another digital marketing tool and doesn't help the overall GTM strategy.

Digital marketing is a critical part of any marketing strategy. However, to remain competitive and truly compete across the industry, your competitive intelligence tools need to have a view of all marketing channels, not just SEO, news, social media, blogs. It needs to collect and surface insights about products and services, pricing, reviews, hiring trends, and so much more.

Scalability is a concern for a lot of software tools. It also needs to be a two-way street. Your team might not be big enough to justify purchasing a tool, and it doesn't mean you can't reap the benefits of understanding your competitive landscape. It also shouldn't mean you need to hire someone else on the outside.

Instead of thinking about why your team isn't big enough, think about the possibilities of having a competitive advantage.

How Kompyte busts this myth

Setting up a competitive intelligence program takes time and commitment. We're just as invested in your success as you. We are your partner here to support your entire marketing strategy.

To be an industry leader and maximize the value of your investments, the tools you need to keep up. Kompyte not only automates the time-intensive piece of CI but provides a full end-to-end competitive analysis of your landscape. Thus allowing you to see the what, where, and how of your competitors activities across their entire digital footprint - not just what they post on social or on their website.

*With a 360-degree view of your competitors, Kompyte better equip you and your team to make not only tactical changes but strategic decisions. An award-winning game developer uses Kompyte to **track competitor hiring trends and growth**, ultimately leading to increased content production and quality, social influence and listening analysis and expanded views of the competitor landscape.*

Tips for taking action

The right CI tool will fit your needs, not tell you what your needs are. Start by understanding what your immediate needs are and how CI can support those and expand from there. Spreadsheets are a perfectly acceptable way to organize information. But finding and updating that information continually is still a huge job, especially if you're in a growing industry that changes fast. A good CI product can take a lot of the work of competitive intelligence off your plate.

Start by:

- Start small and define the outcomes you're trying to achieve.
- Allocate the appropriate resources your team has available and commit (don't throw the baby out with the bathwater!).
- Make a plan to scale when it's the RIGHT time. There's no need to rush.
- Forecast needs and align with objectives. CI automation can help accelerate strategic moves to help your business grow.

Myth 5

Competitive intel that isn't publicly available is the only important intel.

With the surge of technology, comes enormous responsibility. Sometimes when people talk about competitive intelligence (CI) gathering, they use terms like "spying" that can feel legally and ethically iffy. In actuality, most competitive intelligence strategies are a normal and expected part of running a business thoughtfully. To avoid crossing the line, you have to understand the legality of competitive intelligence strategies - what's okay and what to avoid.

How Kompyte busts this myth

We provide industry-leading depth and breadth of insights curated by our AI insights tool, to give strategically relevant intelligence from ethically-sourced, publicly available competitive information. These insights combined with world-class customer success team consultation, fuel strategy across not just marketing disciplines, but provide the foundation for winning Corporate Go-To-Market strategy, sales processes, product roadmaps, financial planning, HR policies.

Tips for taking action

Research a company's website and digital presence. Monitor ad and digital campaigns. Sign up for competitor email lists, download, and review content, and formats. Automate the collection of your competitor's intel. Here are some tips for getting you started:

- Avoid trying to get information from current or former employees of your competition.
- Don't access documents or data that are not publicly available, or that hasn't been shared publicly in the past.
- Prevent yourself from accepting information that's not been made publicly available.

Conclusion

Being truly competitive is more than just keeping a pulse on your industry. With the right intel you'll be able to actively monitor and respond to patterns, trends, and changes rather than react. This also includes what misinformation about your company, products, and services are being spread.

- Eliminate fear, doubt, and uncertainty about competitive intelligence in your organization.
- Prevent miscommunication and unspoken assumptions about available CI tools.
- Say goodbye to misunderstandings and unclear statements regarding CI products and features.

Stop getting surprises by competitor activity in the industry. Automated competitive intelligence is a versatile tool that not only marketing, but sales, product, development and other teams can leverage. Drive strategic alignment across your organization with Kompyte Competitive Intelligence Automation. With a full end-to-end competitive suite of tools, Kompyte is designed to enable you to win your market.

Reinvent the way you compete.

www.kompyte.com/

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