



**Kompyte**  
Competitor Analysis Software

# Reinvent the way you compete

Track your competitors. Capture every change competitors make to their websites, products, and digital campaigns and leverage it to gain a competitive advantage.

At Kompyte, we are reinventing the way companies compete. The collection of competitive intel is no longer enough to prevent industry disruptions.

To out-maneuver the competition companies need to collect actionable insights. We're tracking over 16.8M companies, and 500M data points a month. With those insights, we're enabling companies to make better informed and strategic decisions.

*"Now that we understand what companies are doing and what works, we don't have to waste time on what doesn't work. We're able to walk alongside our customers and provide a tailored experience proven to increase conversion."*

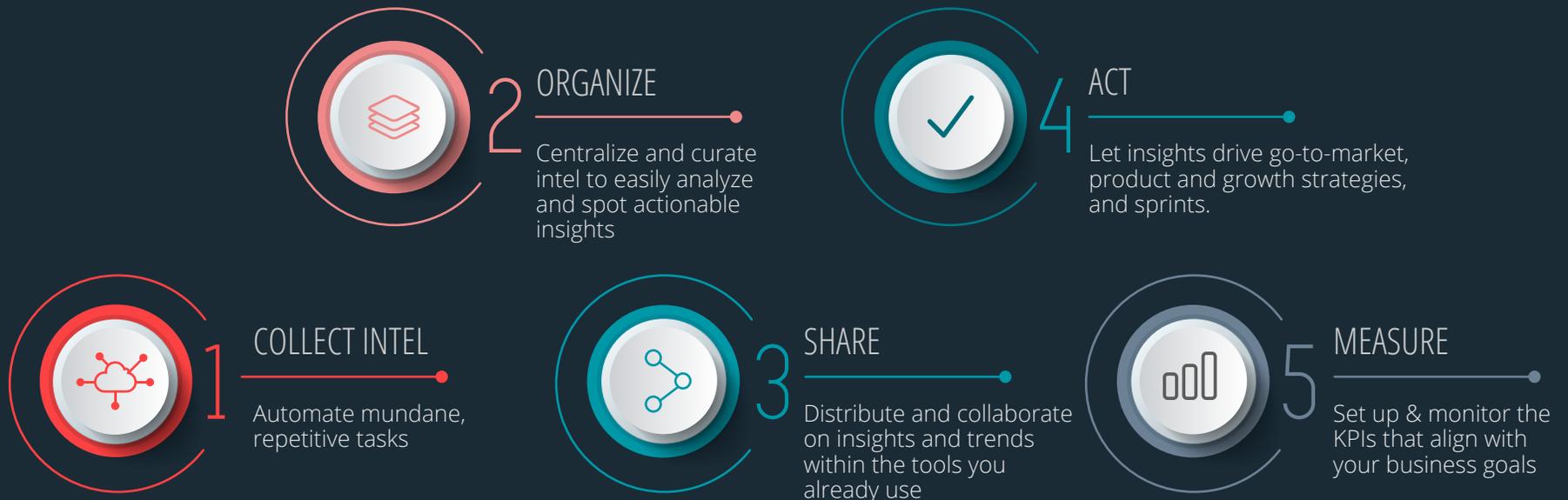
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*~Samantha Baker, Cisco, Global Industries Marketing*

# What does Kompyte do?

Gaining or creating a competitive advantage takes time and patience. As a marketer, there are a lot of opportunities to grow your business. From digital and events to product roadmaps and differentiation, each avenue can be optimized and evolved to create performance efficiencies and reach business objectives. Without realizing it, many sales enablement, product, and growth marketers are using native competitive intel to beat the competition.

Using a 5 step system organizations can work smarter, not harder when it comes to leveraging competitive insights that wins more business.



# Who we help



## **PRODUCT MARKETERS**

Get data-driven insights for every stage of the product marketing cycle



## **PERFORMANCE MARKETERS**

Easily analyze your competitors and identify growth opportunities



## **SALES & SALES ENABLEMENT**

Improve sales effectiveness with up-to-date intelligence on your competitive landscape

- Reduce hours spent manually researching the competitive landscape
- Align marketing & sales with compelling messaging
- Improve product development and iteration

- Uncover new relevant audiences
- Improve content quality and conversion rates
- Identify and prioritize high impact A/B tests

- Equip sales teams with up-to-date competitive intel
- Provide easy to access competitive reports and battle cards
- Increase win-rates by rapidly iterating on competitive feedback



Kompyte

# Our Solutions



SALES  
ENABLEMENT

Provides sales content including Battle Cards, at a glance fact sheets and other sales assets.

**Benefits** | Enables and empowers sellers to win more deals and to decrease competitor losses.



WEB TRACKING

Detects changes down to the HTML level on your competitors' web pages automating the competitor research and reporting process.

**Benefits** | Used to improve product messaging, positioning and optimize website conversion rates.



LISTENING

Automates competitor and target audience tracking of brand mentions, trending topics and identify influencers in your space.

**Benefits** | Used to track mentions and sentiment of conversations of your competitors, with target audiences, and potential markets.



SEARCH  
MARKETING (SM)

Enables search marketers to improve SEO rankings or attract new business, but also product marketers and content strategists to better understand trending topics and competitiveness.

**Benefits** | Used to optimize and expand messaging to include high search volume topics, discover new keywords and improve AD CTR.



INBOUND  
MARKETING

Automates the research process and stay abreast of the types of content or messaging that is trending with target buyers as well as content distribution channels.

**Benefits** | Helps users monitor owned media to determine trending topics and content opportunities used to improve content quality, engagement and build out editorial calendars.



## STOP WAISTING BUDGET

Kompyte detects an average of

**10K** a/b/n tests  
/ A DAY

your competitors have already performed so you can use their results to your advantage.



## DELIGHT CUSTOMERS

Kompyte captures an average of

**1M** social media posts  
/ A DAY

your competitors have already performed so you can use their results to your advantage.



## CLOSE MORE DEALS

According to CSO Insights 5th Annual Sales Enablement Study, businesses with a formalized sales content strategy

**+27.1%** increase  
win rates  
&  
**+18.1%** quota  
attainment

# Ready to gain or maintain your competitive advantage today?

[www.kompyte.com](http://www.kompyte.com)