

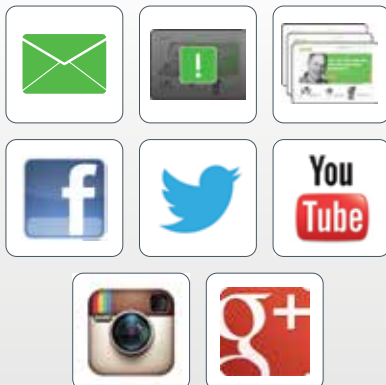
Market Intelligence 2.0

Meaningful Competitive Data. Remarkable Strategic Opportunities.

Key Benefits:

- Real-time monitoring of marketing campaign deployments across all leading digital channels
- Ability to analyze digital marketing campaigns and develop marketing strategy based on competitive insights
- Campaign performance analytics segmented by marketer, vertical, channel, campaign type, performance, key word and many more
- Customizable data feeds that enable marketers to monitor only a relevant portion of campaigns

Tracked Channels:



With the development of the first version of Market Intelligence Platform, we delivered on marketers' growing need to track their competitors' digital marketing efforts in order to stay ahead of the curve. With the new and enhanced functionalities introduced in the latest release, the tool further enables its clients to create successful multi-channel strategies based on tracked digital campaign data. Market Intelligence 2.0 provides a growing opportunity for marketers to outperform their competition across all major digital channels.

Customization that Highlights Relevant Data

Market Intelligence 2.0 significantly enhances users' ability to track and drill into digital campaigns, by allowing them to customize their data feed based on variables such as keywords, date range, engagement score, channel, and much more. This enables marketers to focus only on competitive data that is most relevant to their current or future marketing strategies and adjust these strategies accordingly.

Data that Defines Strategy

The competitive data collected through Market Intelligence enables users to:

- Refine, adjust or completely redesign their marketing strategy
- Quickly react to competitive offers with counter-proposals
- Gain insight into new ways to effectively engage their audience based on campaign content, channel, type of promotion, deployment time and frequency, and much more

Strategy that Drives Performance

New and enhanced analytical features of Market Intelligence 2.0 enable marketers to identify successful campaign themes and offers from top-performing competitors, track historic campaign performance, measure daily growth of competitors' social following and much more. These types of metrics can play an integral role in the development of new marketing strategies, successfully adopted by competitors and meticulously tracked and measured by Market Intelligence users.

Market Intelligence 2.0

Advanced Features and Functionalities

Dynamic Filtering of Competitive Data

Set up advanced keyword, channel, date range, and engagement filters in order to track performance of relevant campaign types. This functionality helps marketers identify tactics that have been successfully applied by competitors and integrate the best-of-breed ones into their own strategy.

Real-Time Enhanced Analytics and Insights

Analyze information with new, built-in, real-time analytics that enable users to drill into the data on a campaign, channel, competitor, or custom levels and see possible spikes in channel and campaign engagement, volume, and follower growth, while identifying trends in deployment times and channel usage.

Comprehensive Data Exports

Export all campaign data in a PDF and CSV formats for further analysis or for presentation purposes. All creative content can be exported in a graphic-rich PDF format so that users can easily compare and contrast competitors' campaign design, calls to action, and promotions.

Side-by-Side Marketer Comparison

Create side-by-side comparisons of up to four different competitors at a time. The analytics utilized for this comparison are: campaign count, campaign engagement, and campaign deployment times. They are visualized as easy-to-understand interactive charts that can be exported and featured in any presentation or report.

Campaign Data, Segmented by Customer Personas

Predefined subscriber categories allow you to monitor email marketing messages your competitors send to different audience segments based on geographical regions, age, and gender. This feature provides insight into the type of offers your competitors are promoting to different segments of their databases.

Competitive Intelligence

in real-time

