

Datasheet

# Integrate Competitive Intelligence Into Your Marketing Strategies

Contify delivers personalized competitive intelligence for your B2B marketing team by tracking your competitors digital footprint across websites, media coverage, announcements, and marketing activities, in an ever-changing market landscape.



[Start your free trial](#) →

## Key Benefits

### Set your marketing teams for success



#### Competitors' strategies

Avoid blind spots to formulate a proactive marketing strategy by learning about your competitor's strategy much before it's announced in press releases through continuous monitoring of their websites along with information from over 200,000 sources.



#### Competitive differentiation

Analyze your competitors' positioning to craft messaging that resonates with your customers & identify white-spaces to develop marketing collaterals that help your customers differentiate your offering from competing products.



#### Sales enablement

Create winning case studies, marketing collaterals, and battle cards on competing products, pricing, and promotions with actionable and relevant intelligence to help your sales team handle objections, craft rebuttals, and win more deals.

## What you get

### 1. Website Changes

Track your competitor's websites to gain early insight into tactical moves such as new products, promotions, and landing pages.

### 3. Newsletter Reports

Save hours of manual work by scheduling weekly, or monthly newsletters for stakeholders from strategy, leadership teams.

### 5. Communicate and Collaborate

Enable your stakeholders to actively communicate and engage with peers to unravel insights that may have otherwise been missed.

### 2. Customized Taxonomy

Categorize and structure the intelligence by leveraging a taxonomy customized to your organization's workflows.

### 4. Dashboards

Identify trends and competitors' strategic directions by getting a unified, granular, and a bird's eye view of your market landscape.

### 6. Centralize Intelligence

Add primary intelligence and aggregate both internal and external intelligence to create a single source of truth of CI.

## Trusted by the B2B Marketeting Teams of 100+ Companies

**Deloitte.**



**BCG**



**Lonza**



*“Sharp and detailed information from Contify. No false positives, data always relevant, comprehensive, and right on target. We were able to deploy this solution with great added value to our clients.”*



**Emad Malek**

Chief Operating Officer · Megalytics

