# Kompyte.
by Semrush

# Competitor Analysis Template

A template to organize your Competitor Analysis

# Introduction

**Kompyte's Competitor Intelligence Template** was designed to be used in conjunction with the instruction manual. Complete your thorough analysis by following the step-by-step instructions as you move through the template.

In case you didn't download the Instructions, they can be found <u>here</u>.

# Executive Summary

# Corporate Competitor Analysis

# Competitor Overview

| COMPETITORS | Direct, Indirect, Replacement | Description | Location | Number of Employees |
|---|---|---|---|---|
| LOGO 1 | | | | |
| LOGO 2 | | | | |
| LOGO 3 | | | | |

# Organizational Structure

## COMPETITOR 1

**Organizational Structure**

**Key Execs**

**Founders**

## COMPETITOR 2

**Organizational Structure**

**Key Execs**

**Founders**

## COMPETITOR 3

**Organizational Structure**

**Key Execs**

**Founders**

# Key Financials

| 🏢 COMPETITORS | Funding | Revenue |
|---|---|---|
| ⬤ LOGO 1 | | |
| ⬤ LOGO 2 | | |
| ⬤ LOGO 3 | | |

# Corporate Analysis Summary

## COMPETITOR 1

**Key Learnings**

**Opportunities**

**Threats**

## COMPETITOR 2

**Key Learnings**

**Opportunities**

**Threats**

## COMPETITOR 3

**Key Learnings**

**Opportunities**

**Threats**
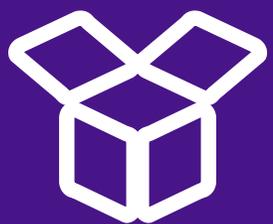
# Product Comparison
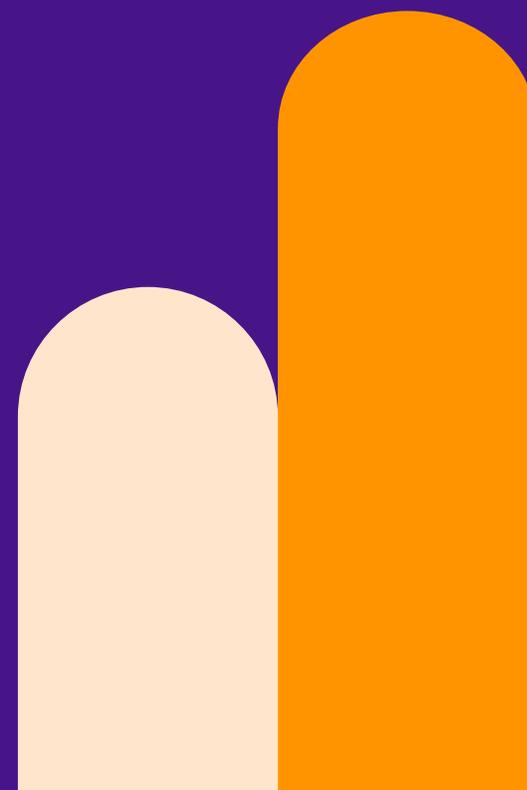
# Feature Overview

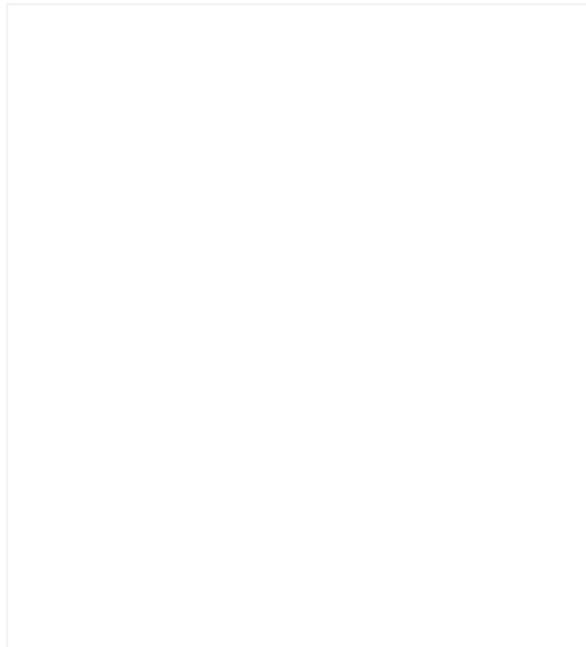| COMPETITORS | Feature 1 | Feature 2 | Feature 3 | Feature 4 |
|---|---|---|---|---|
| LOGO 1 | ✖ Short description | ✔ Short description | ◼ Short description | ◼ Short description |
| LOGO 2 | | | | |
| LOGO 3 | | | | |

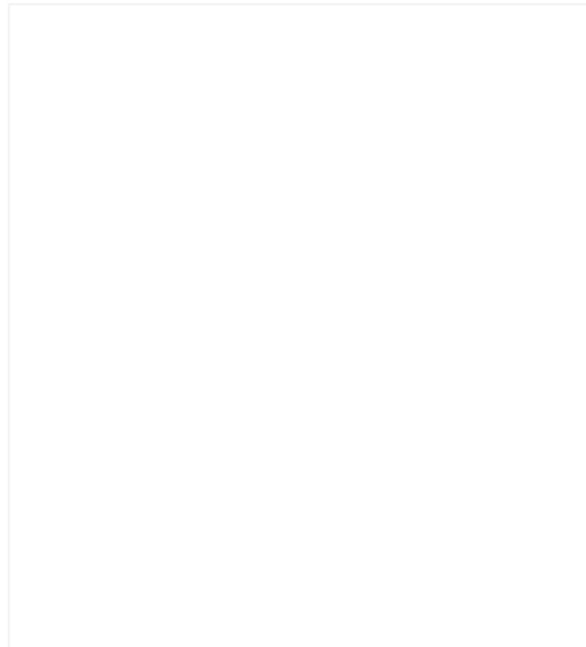✖ NO ✔ YES ◼ PARTIALLY

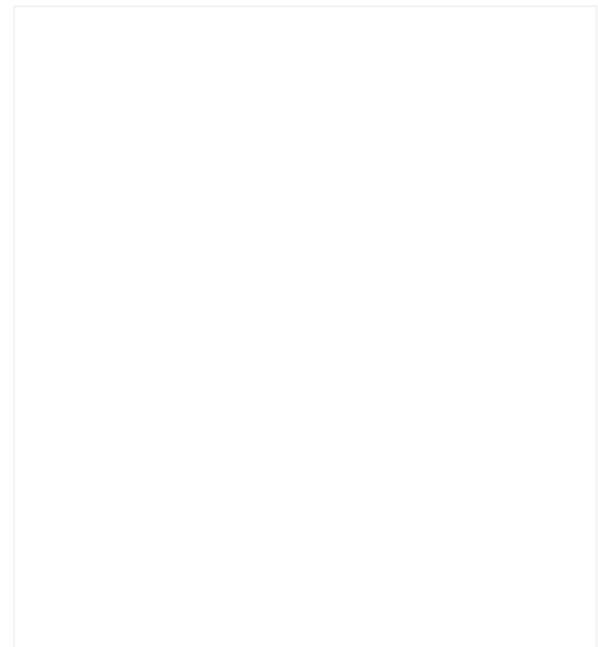# Proprietary Features

LOGO 1

**Features**

LOGO 2
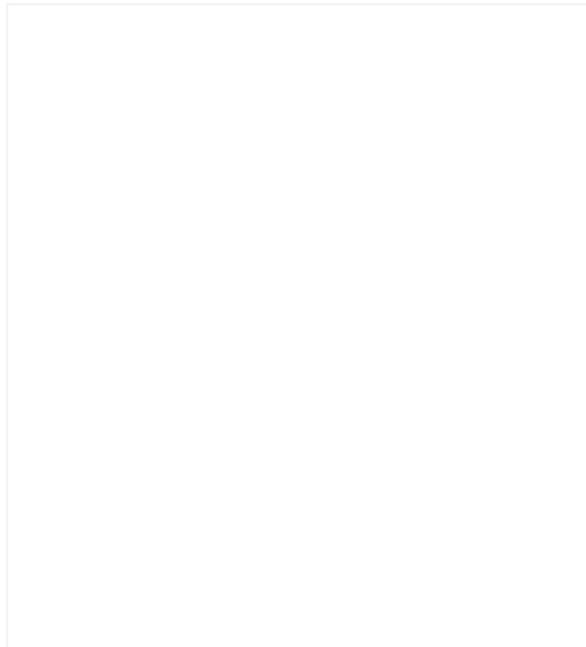
**Features**

LOGO 3

**Features**
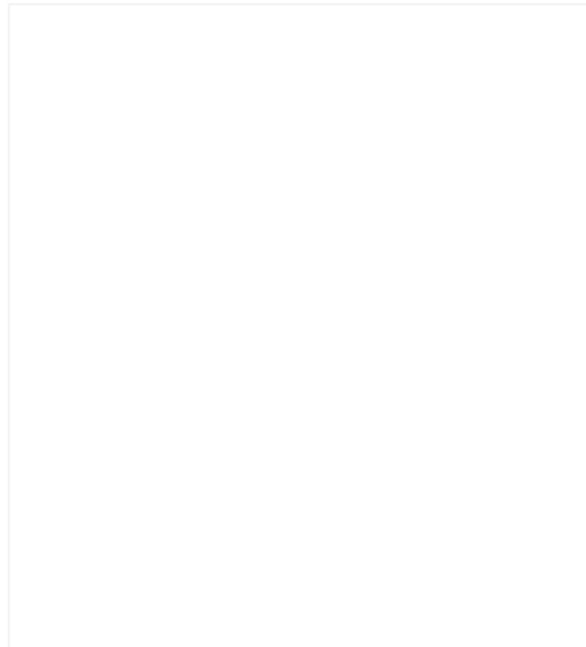
# Product Integrations

**LOGO 1**

**Integrations**

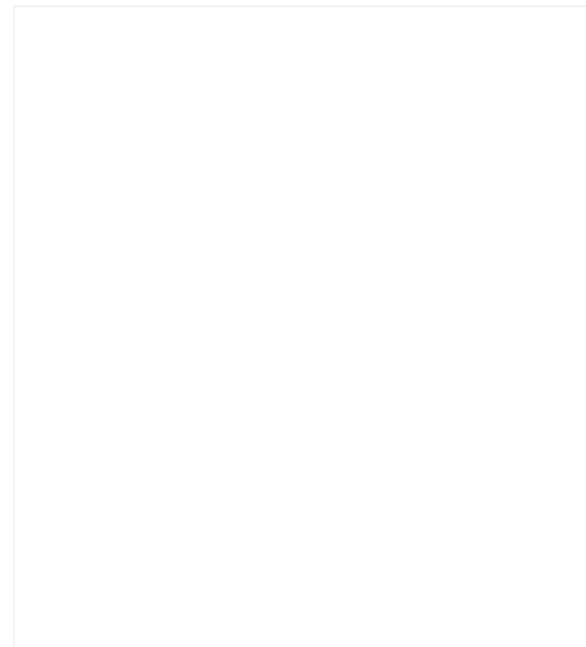**LOGO 2**

**Integrations**

**LOGO 3**

**Integrations**

# Product Comparison Summary

**COMPETITOR 1**

Key Learnings

Opportunities

Threats

**COMPETITOR 2**

Key Learnings

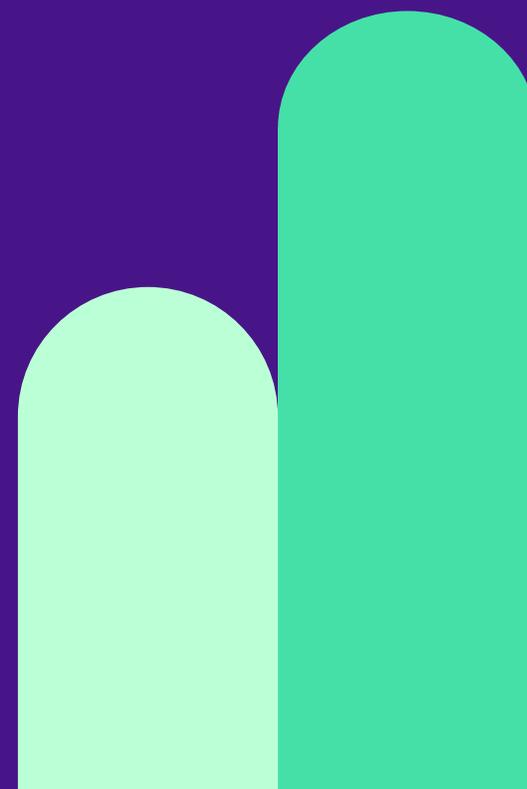Opportunities

Threats

**COMPETITOR 3**

Key Learnings

Opportunities

Threats

# Pricing Structure

# Pricing Overview

| 🏢 COMPETITORS | Pricing outline | Subscription Plan Type | Additional Notes (shipping fees, warranty) |
|---|---|---|---|
| ⬤ LOGO 1 | | | |
| ⬤ LOGO 2 | | | |
| ⬤ LOGO 3 | | | |

# Product Comparison Summary

**COMPETITOR 1**

How does their pricing compare to ours

Opportunities

Threats

**COMPETITOR 2**

How does their pricing compare to ours

Opportunities

Threats

**COMPETITOR 3**

How does their pricing compare to ours

Opportunities

Threats

# Marketing & Messaging
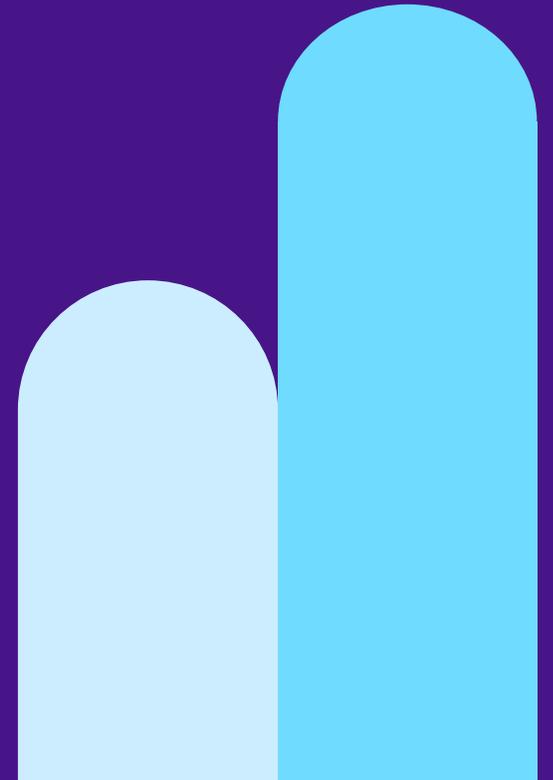
# Demographics Analysis

| COMPETITORS | Who they target | Messaging from website | Tagline |
|---|---|---|---|
| LOGO 1 | Finance | | |
| LOGO 2 | IT | | |
| LOGO 3 | Enterprice | | |

# Marketing Place Analysis

| COMPETITORS | B2B/B2C | Channel/ Direct/ Reseller | # in Sales team |
|---|---|---|---|
| LOGO 1 | | | |
| LOGO 2 | | | |
| LOGO 3 | | | |

# Advertising Analysis

| 🏢 COMPETITORS | AdWords | Targeted Keywords | Prints, Ads/Additional Advertising |
|---|---|---|---|
| ⬤ LOGO 1 | | | |
| ⬤ LOGO 2 | | | |
| ⬤ LOGO 3 | | | |

# Social Media

| COMPETITORS | # of Facebook Followers | How often do they post | Growth compared to last analysis |
|---|---|---|---|
| LOGO 1 | | | |
| LOGO 2 | | | |
| LOGO 3 | | | |

# Social Media

| COMPETITORS | in # of LinkedIn Followers | in How often do they post | in Growth compared to last analysis |
|---|---|---|---|
| LOGO 1 | | | |
| LOGO 2 | | | |
| LOGO 3 | | | |

# Social Media

| COMPETITORS | # of Twitter Followers | How often do they post | Growth compared to last analysis |
|---|---|---|---|
| LOGO 1 | | | |
| LOGO 2 | | | |
| LOGO 3 | | | |

# Social Media

| COMPETITORS | Blog | How often do they update their blog | Free Content | Newsletter |
| --- | --- | --- | --- | --- |
| LOGO 1 | | | | |
| LOGO 2 | | | | |
| LOGO 3 | | | | |

# Promotions & Partnership Overview

| 🏢 COMPETITORS | Promotions | Key Partnership |
|---|---|---|
| ⬤ LOGO 1 | | |
| ⬤ LOGO 2 | | |
| ⬤ LOGO 3 | | |

# Website Overview

| COMPETITORS | Website Traffic | Inbound Links | Referral Sources |
|---|---|---|---|
| LOGO 1 | | | |
| LOGO 2 | | | |
| LOGO 3 | | | |

# Marketing Summary

### COMPETITOR 1

**Key Marketing Insights**

**Opportunities**

**Threats**

### COMPETITOR 2

**Key Marketing Insights**

**Opportunities**

**Threats**

### COMPETITOR 3

**Key Marketing Insights**

**Opportunities**

**Threats**
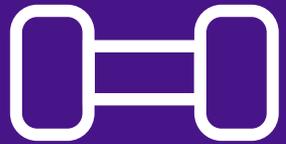
# Strengths
# & Weaknesses
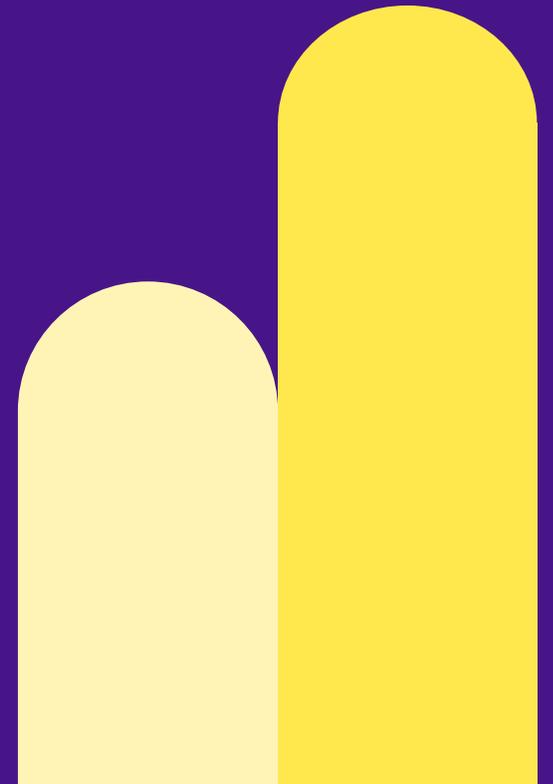
# Product Integrations

## LOGO 1

**Feedback + Analysis**
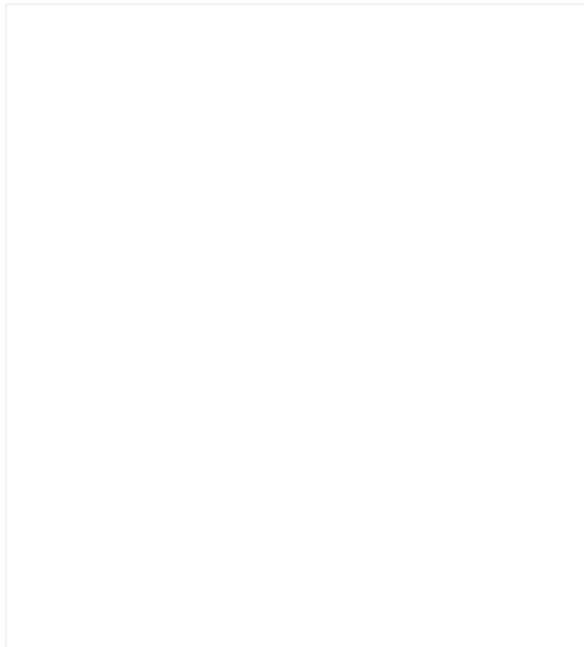
## LOGO 2

**Feedback + Analysis**
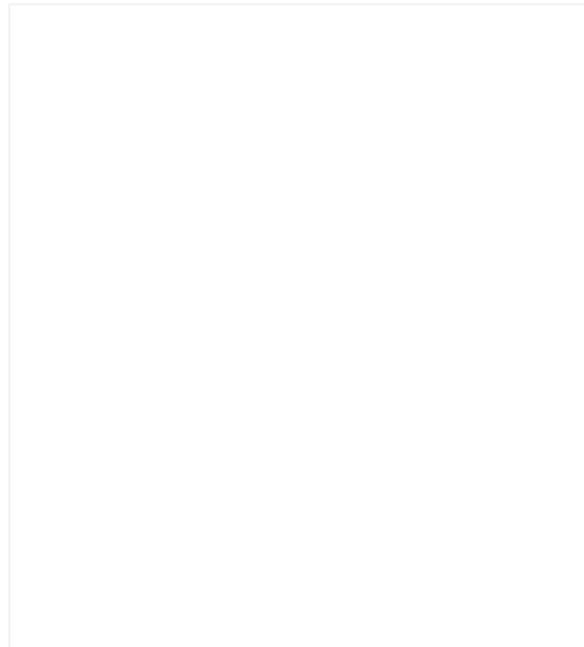
## LOGO 3

**Feedback + Analysis**
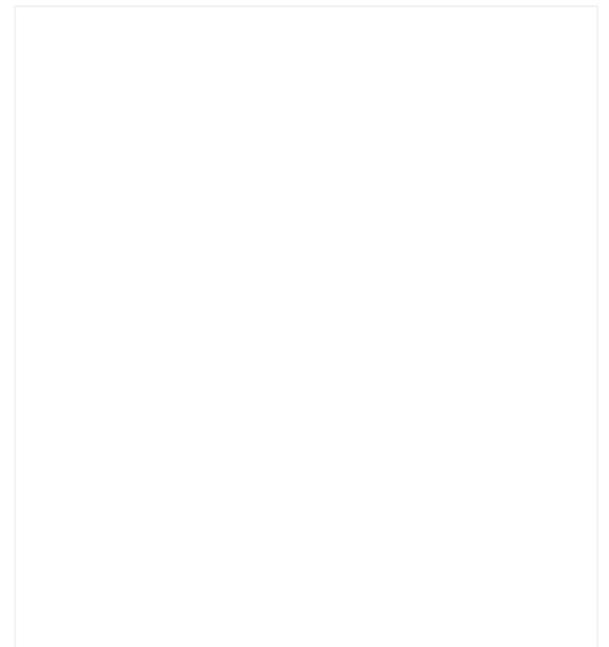
# Sales Battlecards
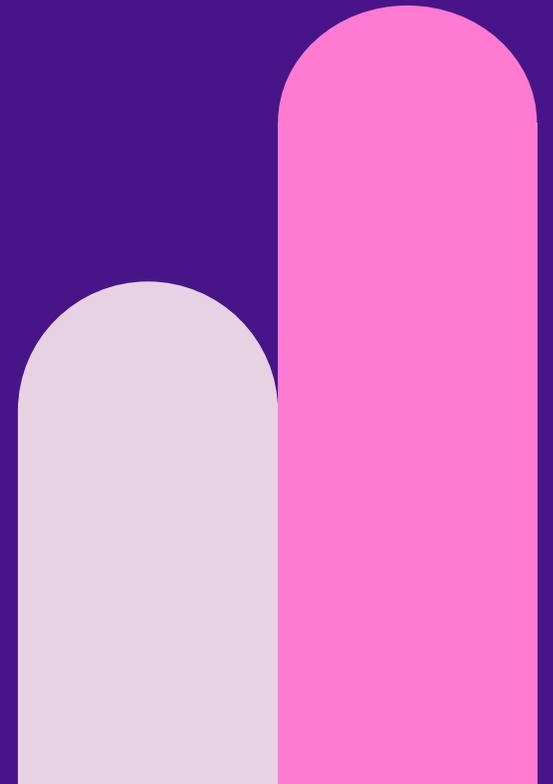
# Sales Battlecards

**COMPETITOR 1**

**STRENGTHS**

1.

2.

3.

**WEAKNESSES**

1.

2.

3.

**COMPETITOR 2**

**STRENGTHS**

1.

2.

3.

**WEAKNESSES**

1.

2.

3.

**COMPETITOR 3**

**STRENGTHS**

1.

2.

3.

**WEAKNESSES**

1.

2.

3.

# Sales Battlecards

## What is your company's competitive advantage?

**STRENGTHS**

1.

2.

3.

**WEAKNESSES**

1.

2.

3.

# Sales Battlecards

## COMPETITOR 1

### KILL POINTS

1.

2.

3.

4.

5.

## COMPETITOR 2

### KILL POINTS

1.

2.
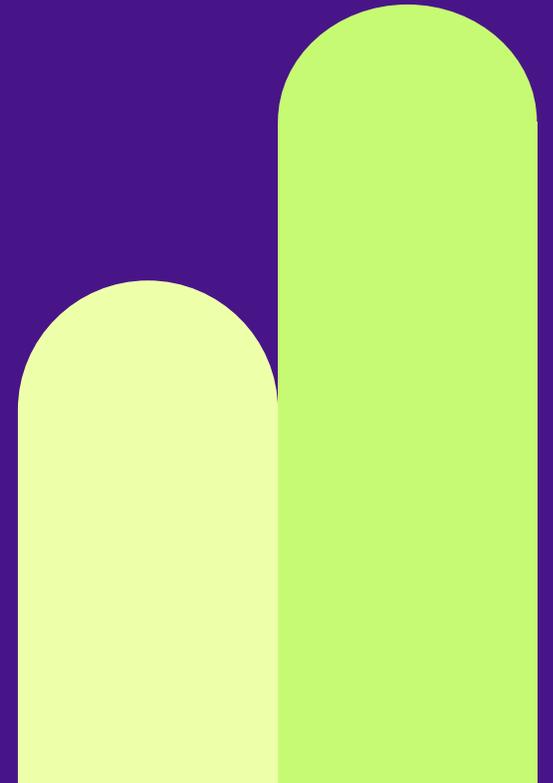
3.

4.

5.

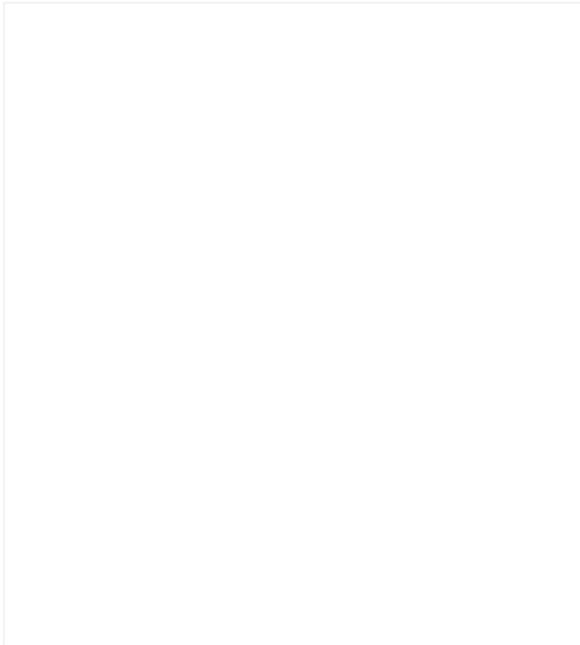## COMPETITOR 3

### KILL POINTS

1.

2.

3.

4.

5.

# Market Outlook
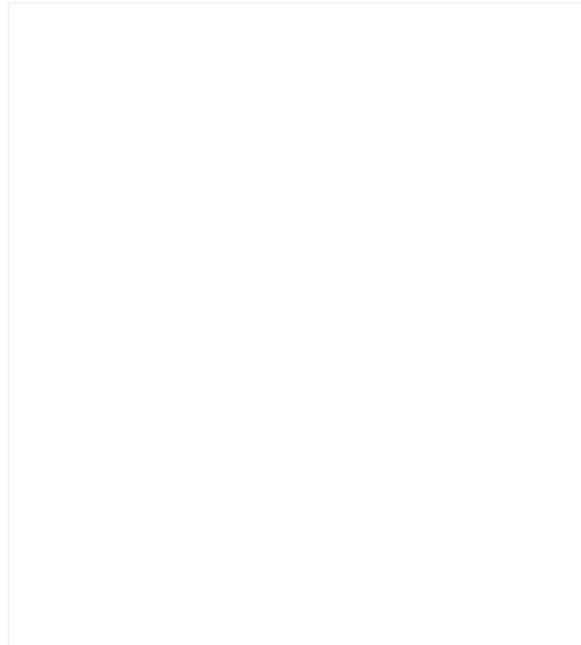
# Market Outlook

## MARKET SHARE
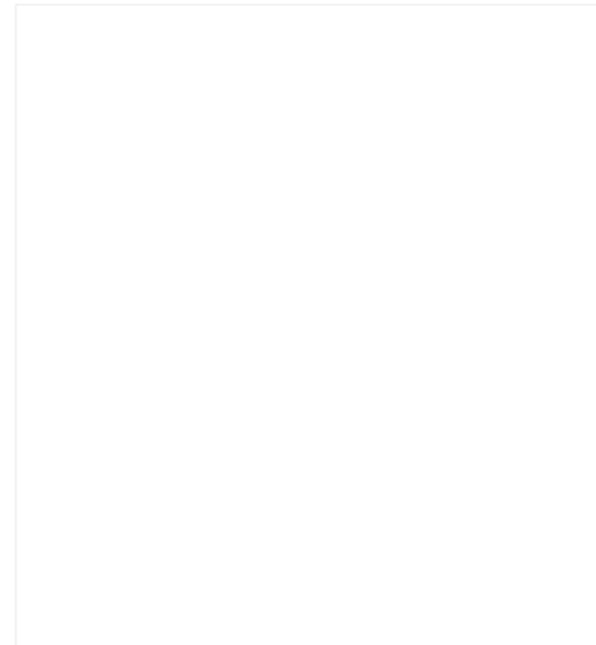
**Feedback + Analysis**

## MARKET GROWTH

**Feedback + Analysis**

## NEW ENTRANTS

**Feedback + Analysis**

# Market Outlook

**Political**

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**Economic**

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**Social**

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**Tech**

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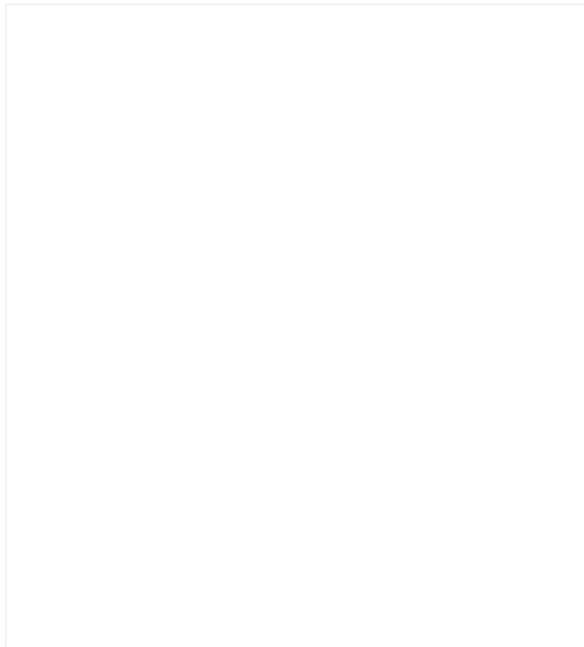
**Environment**

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**Legal**
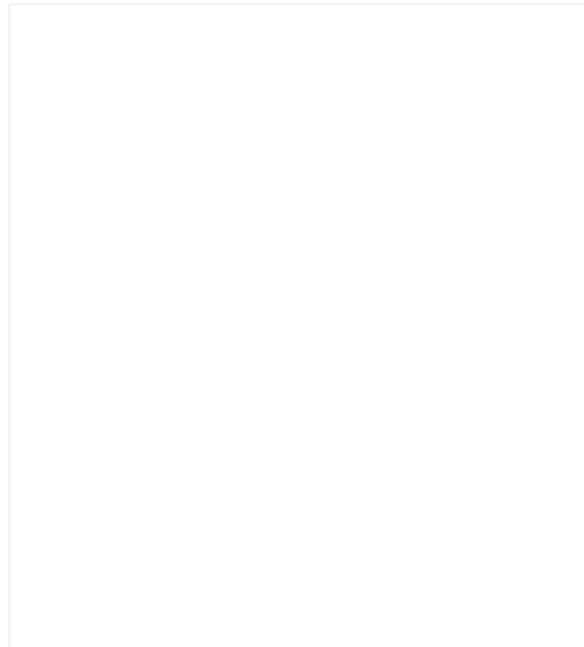
# Opportunity & Threats

# Opportunities & Threats
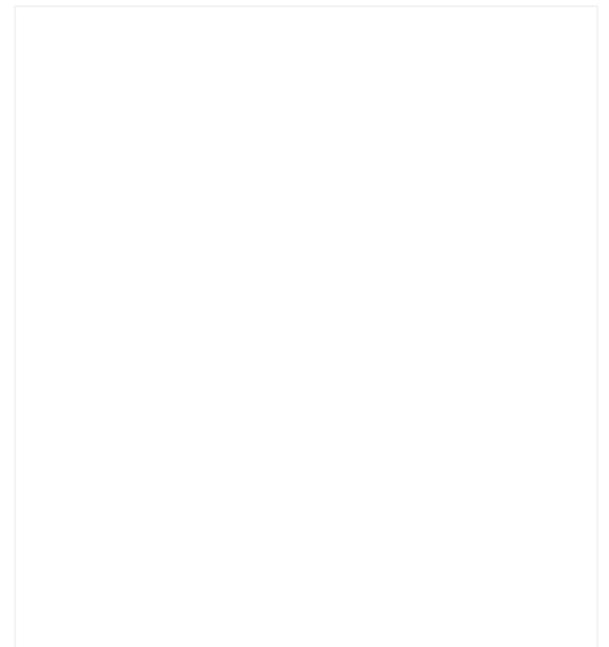
**LOGO 1**

**How do we compare to them?**

**LOGO 2**

**How do we compare to them?**

**LOGO 3**

**How do we compare to them?**

# See the Power of Competitive Intelligence Automation.

**SCHEDULE A DEMO**

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