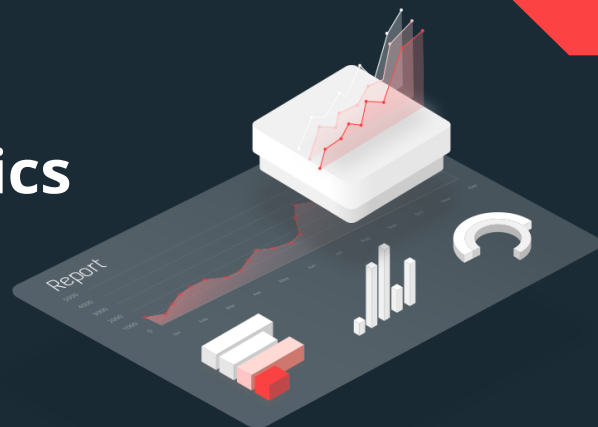


Competitor Behavior Analytics

We just made it easier to keep a pulse on competitor behavior.

Deeper Insight. More Tracking. Greater Sales Success.



OVERVIEW

Kompyte is pleased to deliver our new **Competitor Behavior Analytics** feature set as part of our advanced analytics engine, within the platform. This new tool enables your teams to track and report on competitor behavior and activity on key topics to better understand how your competitive landscape is addressing topics in the market through their actions. Behavior Analytics allows your Go-To-Market teams to more effectively identify and proactively take measures to out position your competition and gain clear market advantage in your space.

Why You'll Love Kompyte Behavior Analytics?

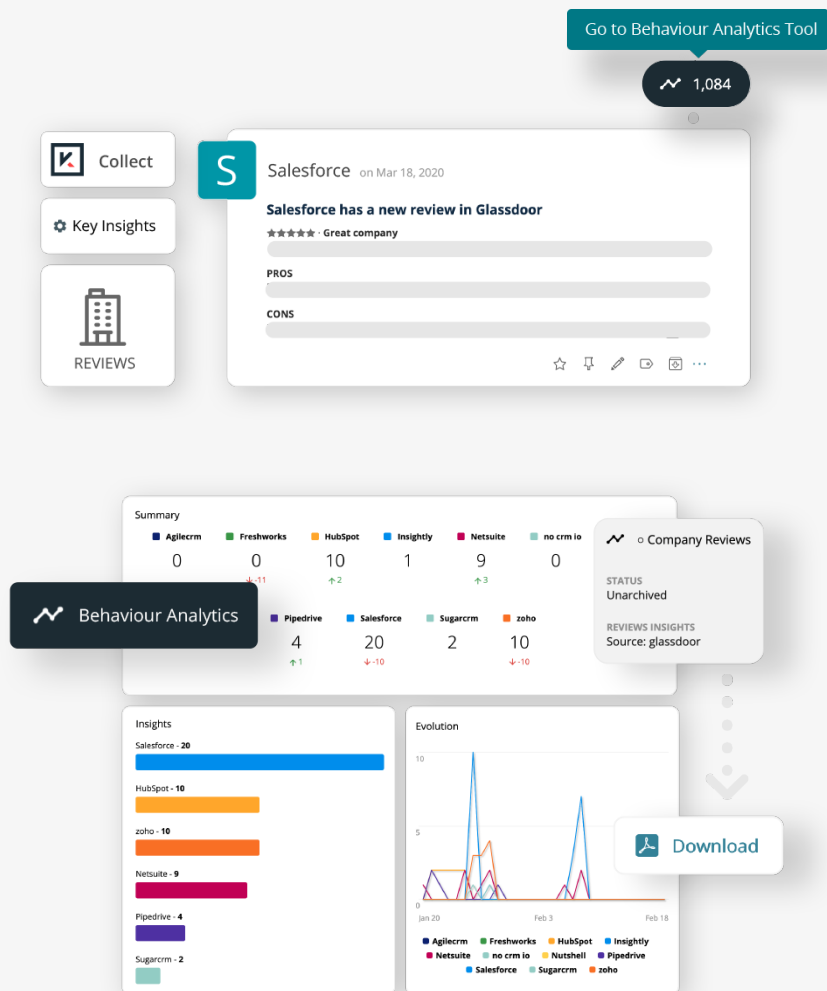
The Simplicity of Deep Insights.

Design Analytics for Topic Areas That Are Most Important

The tool allows for customization on key topics that are most strategically relevant to you and your teams. Simply set appropriate filters right in your collect feed and begin tracking those behaviors and activities directly in the Behavior Analytics tool.

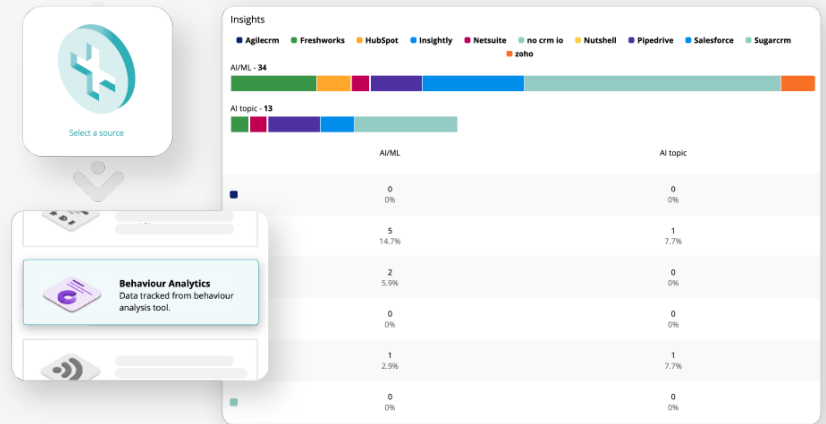
Simple Dashboard for Easy Visibility

One click, highly configurable dashboard for summary metrics and drill down capabilities by competitor on areas and timelines of key importance. The tool also allows for any results to be downloaded directly to PDF to easily disseminate to your teams for up-to-date insights.



Advanced Widgets At Your Fingertips Easy Report Building

Within the Kompyte report builder, easily build and configure custom reports to use for refining messaging, informing product development, boosting demand gen campaigns, and powering sales enablement. Deliver the right up-to-date competitor behavioral insights to the right audience, and the right time.




Visit Kompyte today at www.kompyte.com and sign up for a free trial of the Kompyte Competitive Intelligence Platform to see how we can help you gain that competitive edge in your market and drive more wins.


Kompyte's competitive intelligence automation platform simplifies the process of competitive tracking across the broadest spectrum of digital channels, helping customers gain and deliver deep, strategic insights and rise above the noise in crowded markets. Kompyte provides customers tools to drive better messaging, positioning, product development and revenue capture.

[SIGN UP FOR A FREE TRIAL](#)

www.kompyte.com/register/

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