

GIGGLING PLATYPUS HELMET CO.

How AI is Changing
Competitive Intelligence
and Enhancing Demand
Generation



AGENDA

Competitive intelligence is our ability to gather, analyze, and use information collected on competitors, customers, and other market factors.



AI IS A BROAD TERM, CI IS NOT

- Redefine CI beyond market research to encompass predictive customer insights.
- Challenge of timely data aggregation and actionable strategies using market signals, intent tools, and competitor analytics.



YOU'VE CHANGED, SO HAVE YOUR COMPETITORS

- Adapting to business shifts and competitor dynamics.
- Win/loss metrics, churn reduction, conversational and sentiment analysis, and the ethics of credibility checks.



MARKETO TOOLS, TIPS & TRICKS

- Leveraging AI to gather competitive information and integrating these insights into Marketo can greatly enhance strategic decision-making and reduce risk.



COMPETITIVE INTELLIGENCE & MARKET RESEARCH



MARKET POSITIONING

How competitors position themselves



PRODUCT ANALYSIS

Examining the competitors' products or services



OPERATIONAL CAPABILITIES

The competitors' operational strengths and weaknesses

STRATEGIC INTENT

Understanding their long-term plans and strategic initiatives

Key Differences

Understanding customer needs, preferences, behaviors, and satisfaction levels.

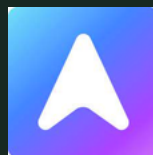
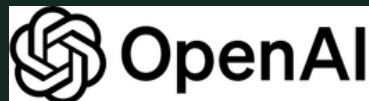
Market research looks at current or historical data, CI focuses on what might happen in the future.

Understanding weaknesses and predicting potential future actions.

STRATEGIC INTENT

UNDERSTANDING THEIR LONG-TERM PLANS
AND STRATEGIC INITIATIVES

THERE'S ISN'T AN APP THAT DOES
IT ALL FOR US, YET



CUSTOMER CHURN

Insights on a contact's engagement with a competitor's website can be added to their record.



SOCIAL LISTENING

Utilize AI tools to analyze customer reviews and feedback on platforms like Amazon, Yelp, or industry-specific forums. Look for common themes, praises, and complaints.



MARKET SIGNALS

Analyze public financial documents, earnings calls, industry reports, job postings, press releases, website changes, market surveys, regulatory filings, third-party analysis, and customer feedback



Input

Product Launches
Demo Feedback
Thought Leadership
Industry Reports
Competitor Product Analysis

Websites and Blogs
eCommerce Sites
Social Media Posts
PR & Articles
Awards & Partnerships

Financial Reports
Earnings Calls
Competitor Sales Strategy
Job Postings

Yelp, Amazon & Google
Reviews
Social Comments
Groups & Forums
Knowledge Base

Team

Product Marketing

Marketing

Sales

Customer Support

Output

- Develop products or features that outperform
 - Differentiate
 - Align with industry needs
 - Identify product niches
 - Find upsell opportunities
-
- Address pain points
 - Adjust your demos
 - Content that resonates
 - Attract partners
 - Craft compelling marketing
-
- Exploit gaps
 - Pivot your strategy
-
- Weaknesses in competitor

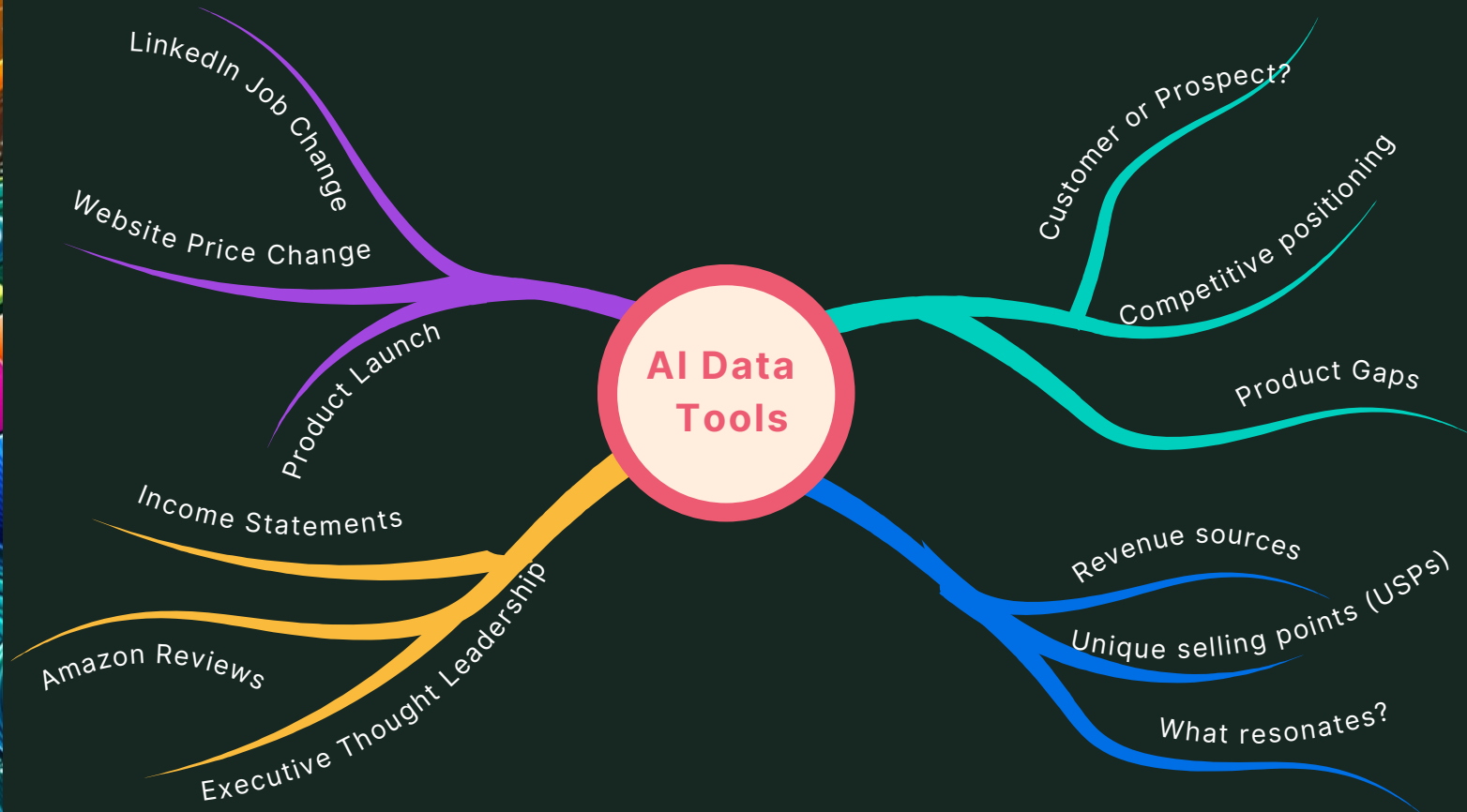
YOU'VE CHANGED, SO HAVE YOUR COMPETITORS



Google Cloud
Vertex AI



salesforce





SIGNALS – MARKET & BUSINESS

Shifts in Competitor Pricing

Amazon: Known for dynamic pricing strategies, often leading to market disruptions in retail sectors.

New Product Launches

Apple: Regularly introduces new products and updates to its range, influencing market trends and consumer expectations.

Mergers and Acquisitions

Microsoft: Acquired LinkedIn and GitHub, significantly expanding its enterprise and developer services.

Changes in Market Share

Netflix: Faced increased competition from new streaming services like Disney+ & HBO Max, impacting market share.

Regulatory Changes

Facebook: Has been impacted by various data privacy regulations like GDPR, affecting its advertising model.

Leadership Changes

Uber: Leadership changes in recent years, impacting company culture and business strategy.

Customer Feedback and Trends

Samsung: Adjusted product strategies in response to customer feedback on its smartphones.

KEY FOCUS AREAS



- Sales feedback
- SEO Analysis - Who do we compete with?
- Missing features?



- **Are customers happy?**
- Where are we strong and weak with each competitor
- Win/Los Disposition - Win Rate Vs Win/Loss Rate
- Reduce Churn
- Conversational Analysis
- Speech Recognition - Pindrop Security
- Sentiment Analysis



Discord Ticker Mapped Sentiment

LinkedIn people profiles datasets

LinkedIn company information datasets

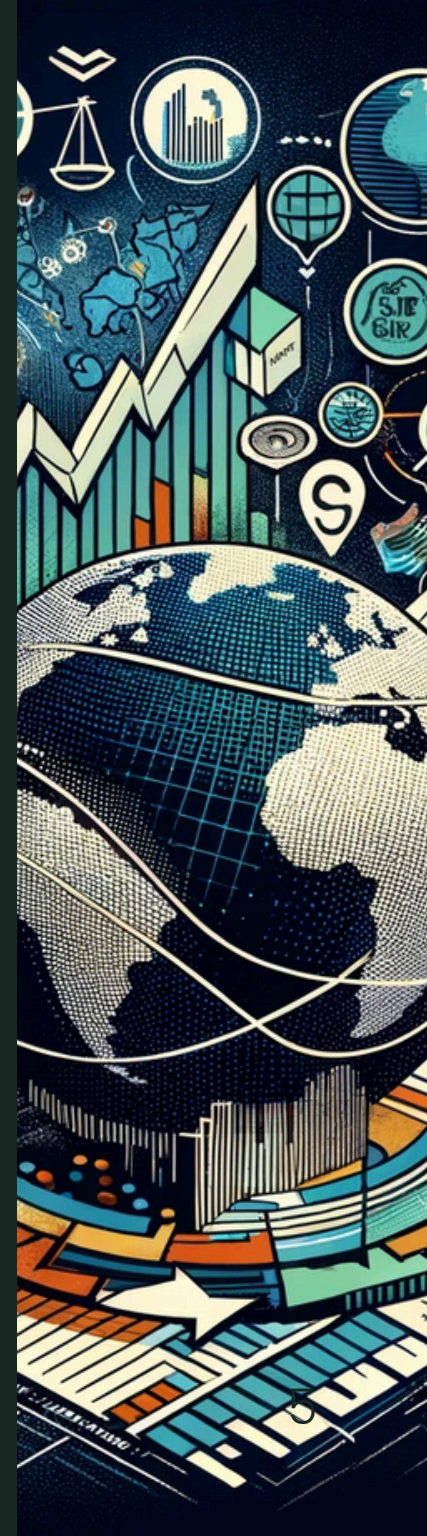
Amazon products datasets

Crunchbase companies information datasets

Yelp businesses reviews

Business Intelligence Dataset

Trustpilot business reviews



ETHICS IN AI

EXTRACTING AND USING DATA WITH AI TOOLS RAISES SEVERAL ETHICAL CONCERNS, REFLECTING THE NEED FOR RESPONSIBLE AND CONSCIENTIOUS DEVELOPMENT



PRIVACY, CONSENT, AND DATA SECURITY

Protection of individual privacy, the necessity of obtaining informed consent for data use, and ensuring the security of data against breaches. It deals with the challenges of managing personal and sensitive information in a way that respects individual rights and preferences, while also safeguarding against unauthorized access and misuse



BIAS, FAIRNESS, AND TRANSPARENCY

The potential for AI systems to perpetuate and amplify biases, leading to unfair and discriminatory outcomes. Ensuring that AI systems are fair, unbiased, and transparent is crucial for building trust and accountability in AI applications



SOCIETAL IMPACT AND ACCOUNTABILITY

Implications of AI on society, including the impact on employment, economic inequality, mental health, cultural and social dynamics, and the environment. It raises questions about the distribution of AI's benefits and burdens, the responsibility for decisions made by AI systems, and the overall influence of AI on human autonomy and social norms

MARKETO ACTIONABLES



Google Cloud



Sales Feedback

Lead Qualification and Nurturing: Use feedback to refine lead scoring and nurturing strategies in Marketo, targeting leads with messaging that addresses specific needs or concerns highlighted by sales teams.

Reduce Churn

Retention Campaigns: Develop retention campaigns in Marketo targeting at-risk customer segments identified through churn analysis.

Sentiment Analysis

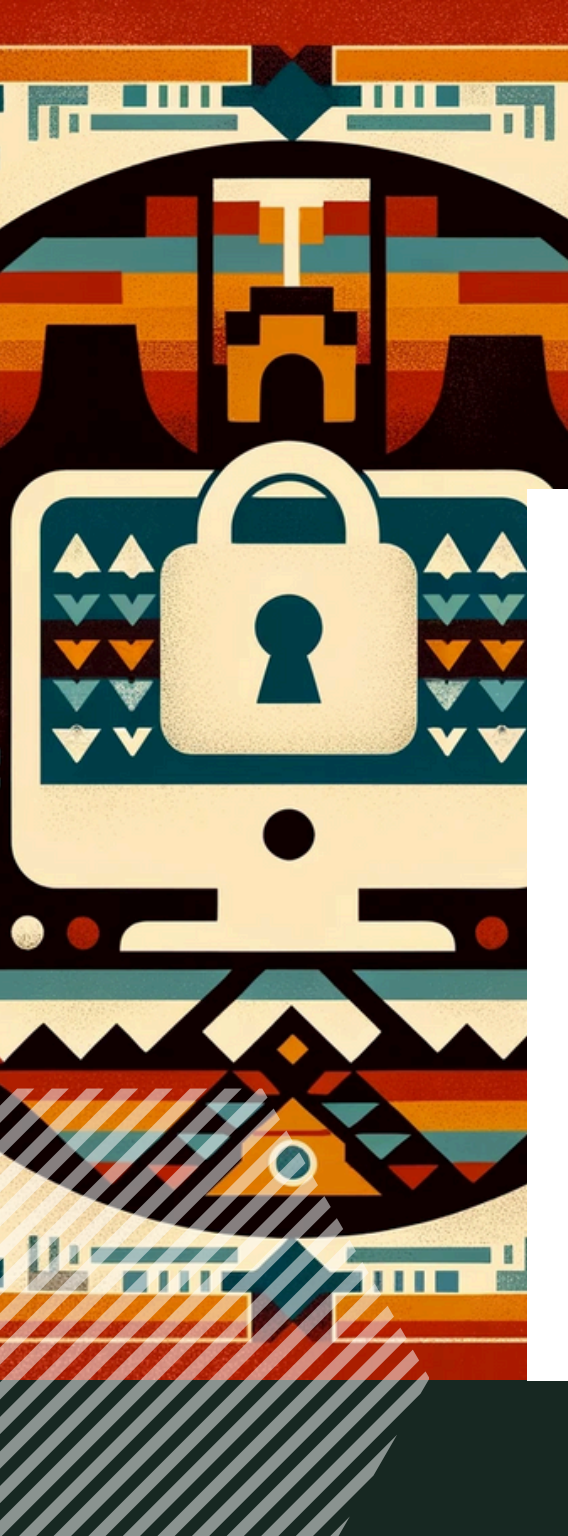
Market Trends: Understand broader market sentiment and tailor Marketo campaigns to resonate with the current mood or preferences of the target audience.

Strengths & Weaknesses

Targeted Messaging: Use insights about strengths and weaknesses to craft targeted messages in Marketo, emphasizing strengths and addressing perceived weaknesses.

Missing Features?

Targeted Campaigns: Create campaigns that highlight how your product's existing features fill these gaps. Adapt your sales demo to reflect differentiating value propositions.



“THE MOST IMPORTANT RESOURCE”

Success heavily relies on the acquisition of accurate and timely information about the competition. – Sun Tzu

AUTOMATED CONTENT CREATION AND CURATION

Generate content such as reports, articles, or social media posts, saving time and resources. It can also curate content based on trends and audience preferences, enhancing engagement.

REAL-TIME

Continuously monitor competitors for changes in pricing, product launches, marketing strategies, and more, allowing companies to respond swiftly to market changes.

MARKET SEGMENTATION AND TARGETING

Segment markets more accurately based on a variety of parameters, allowing for more targeted and effective marketing campaigns.

USE CASE



foxracing

Following Message

182 posts1.1M followers434 following

Fox Racing

foxracing

Brand


Performance apparel & protection, by riders for riders


more good stuff @foxmoto @foxmtb @foxwomens

linktr.ee/foxracing

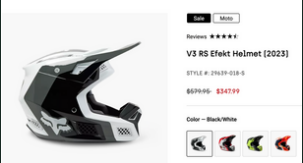
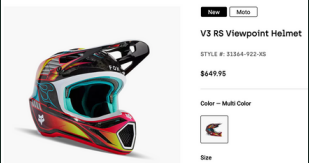
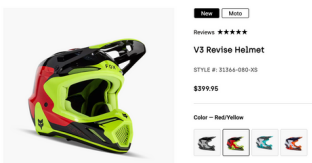
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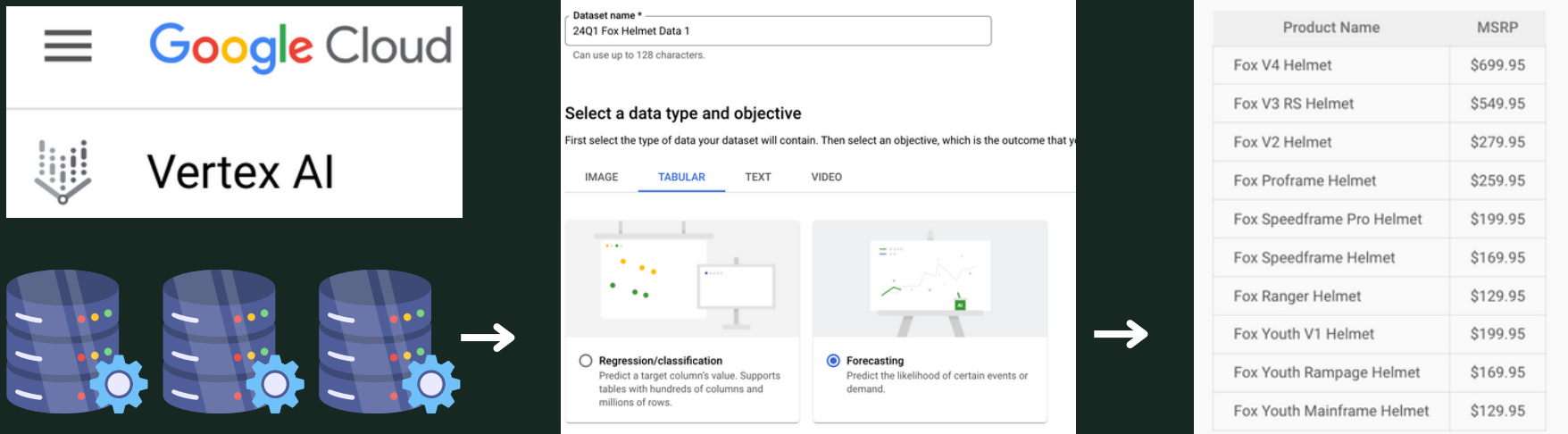
	Up To 366 Data Points/ Post	Post URL	Number of comments	First comment	Number of likes	Posted on timestamp	Author ownerUsername
15	Rugged durability meets hard style. 🦊👉 Source Sherpa Jacket 🔗 Link in bio #foxracing	https://www.instagram.com/p/C0PnU5BO4oZ/	22	Why don't you refund - over a month and no refund for one item sent back straight away - do not purchase from the UK - yo...	2529	2023-11-29T20:50:13.000Z	foxracing
16	x @livestockcanada	https://www.instagram.com/p/CzonBugu_pM/	9		3213	2023-11-14T17:17:13.000Z	foxracing
17	Here to elevate your workout comfort with our training apparel 🦊👉 Link in bio #foxracing	https://www.instagram.com/p/C0xBOPhO9_S/	6		1276	2023-12-12T20:11:26.000Z	foxracing
18	Hello, future. 🦊 V3 RS Available Now	https://www.instagram.com/p/Cy3U8PuuSMA/	71	The previous style fox helmet is way way better this "looks" cheap and entry level.	11668	2023-10-26T14:00:38.000Z	foxracing
19	Lightweight packable warmth 🦊👉 Ridgeway 2.0 Jacket 🔗 Link in bio #foxracing	https://www.instagram.com/p/CzB4FF0unPb/	10	Wow	1767	2023-10-30T16:15:51.000Z	foxracing
20	@m_jetti304 signature collection has arrived and it's much more than beer, brats, and pretzels - it's pure Bavarian style 🦊👉 Lederhosen LE Available Now #foxmoto	https://www.instagram.com/p/CzLcf-FONVw/	262	Would be nice to ride those hills 🇩🇪	56683	2023-11-03T09:33:31.000Z	foxmoto

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1	R2SHWIXVMOZBV4	review	5	Sturdy, fits well.	https://www.amazon.com/gp/customer-reviews/R2SHWIXVMOZBV4/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=B0BQZCYRGF	Reviewed in the United States on January 14, 2024	Got this for my son for Christmas. Fits well and seems protective.	✓
2	R2RA8RCNRJSRRG	review	5	Great on road helmet	https://www.amazon.com/gp/customer-reviews/R2RA8RCNRJSRRG/ref=cm_cr_arp_d_rvw_ttl?ie=UTF8&ASIN=B0BQZCYRGF	Reviewed in the United States on November 20, 2023	It's a great cheap helmet I mainly use on my surron or supermoto for street use as I wouldn't trust this helmet on off road trails	✓

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USE CASE



Fox Racing's lacks innovation by introducing new and innovative helmet designs and technologies.

- **Product line tends to skew towards the higher end of the price spectrum, catering to professional and experienced riders**
 - Develop for budget conscious consumers looking for affordable helmets that still meet safety standards
- **Fox Racing's helmet designs often cater to a specific niche of riders, such as motocross or downhill mountain biking**
 - Expand targeting into BMX, Urban and off-road activities such as ATV riding, enduro racing, or adventure touring markets
- **Some of Fox Racing's helmets may not incorporate the latest safety technologies, such as MIPS**
 - Prioritizing maximum protection during high impact scenarios in marketing materials

USE CASE

Fox Racing's helmet designs often cater to a specific niche of riders, such as motocross or downhill mountain biking

Expand targeting into BMX, Urban and off-road activities such as ATV riding, enduro racing, or adventure touring markets

Messaging

The motorcycle helmet is the most important piece of safety gear for off-road riders. Integrated headlights offer increased visibility, allowing riders to see and be seen in low-light conditions. The helmet is designed to meet the highest safety standards and provide riders with peace of mind.

Positioning

Create and publish blog posts, articles, and videos to include safety tips, motorcycle maintenance, off-road riding techniques, and gear reviews.

Updated Demographics

Age: 25-54 years old

Gender: Male and female

Income: \$50,000+

Lifestyle: Active, adventurous, and enjoys off-road riding

Psychographics: Thrives on adrenaline, enjoys challenging themselves, values safety, looks for high-quality gear

Amazon Sales by Location

City	Market	Website URL
Anaheim, CA	Motocross Giant	https://www.motocrossgiant.com/
Atlanta, GA	Atlanta Motorsports	https://www.atamotorsports.com/
Baltimore, MD	Cycle Gear	https://www.cyclegear.com/
Boston, MA	J&L Motorsports	https://www.jandlmotorsports.com/
Charlotte, NC	Carolina Motorsports	https://www.carolinamotorsports.com/
Chicago, IL	BTO Sports	https://www.btosports.com/
Columbus, OH	Honda Marysville Motorcycle	https://www.hondamarysvillemotorcycle.com/
Dallas, TX	Parts Unlimited	https://www.partsunlimited.com/
Denver, CO	Rocky Mountain ATV/MC	https://www.rockymountainatvmc.com/
Detroit, MI	Motor City Power Sports	https://www.motorcitypowersports.com/
Harrisburg, PA	Ride Now Powersports	https://www.ridenowpowersports.com/
Hartford, CT	Johnson's Powersports	https://www.johnsonspowersports.com/
Houston, TX	2 Wheel Powersports	https://www.2wheelpowersports.com/
Indianapolis, IN	Indy Bike Stop	https://www.indybikestop.com/
Jacksonville, FL	Powersports Jacksonville	https://www.powersportsjacksonville.com/
Kansas City, MO	Country Cycle Center	https://www.countrycycle.com/
Las Vegas, NV	Xtreme PowerSports	https://www.xtremepowersports.com/

USE CASE



Trigger	Actions
CRM Customer Visits Competitor Website	Intent Score surges, adds record to email and/or paid media workflow
New Competitor Product Launches	Notify Product Marketing Segment all previous customers by product type Add to
New inputs for the lead score model	Measure, behavior, engagement and Intent across all owned and external
Predicted interests and purchase timeline	Dynamic content delivery across web, email, paid media and social



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