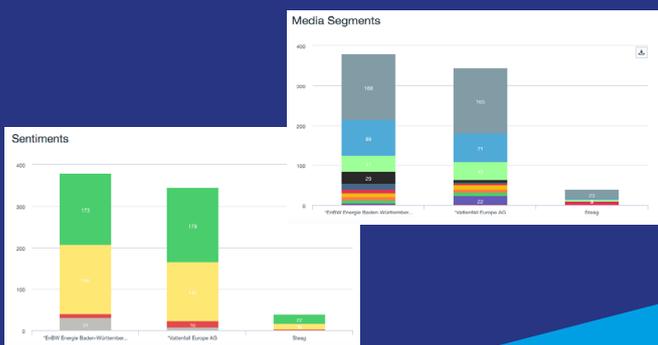


Competitor Analyses

Simply monitoring your own brand is insufficient. An in-depth understanding of what people say about competing brands - and their motivation - is a cornerstone of any effective communication strategy. Use data such as sentiment, social media metrics, share of voice, keywords and media coverage to leapfrog your competition.

Upgrade your competitive intelligence:

- **360-degree view of your industry:** Utilise Ubermetrics' social listening and monitoring capabilities to track competitor mentions and media coverage across all media types (online, social, print, radio and TV)
- **Determine content that resonates:** Use our topical analysis to understand what topics your competition talks about to aide differentiation. Our virality tool will identify the topics likely to generate higher engagement levels which you can integrate into your own content planning
- **Uncover brand risks & opportunities:** Understand target audiences' attitudes and perception towards competing brands with our AI-driven sentiment and virality technology. Complete a SWOT analysis e.g. to directly compare competitors' influencer campaigns or social media presence to build a risk and opportunity map
- **Make informed decisions:** Analyse competitors' communication activities to understand how they market their offerings and how consumers and buyers respond. Gather relevant industry news, market trends and risk signals to enhance your competitiveness
- **Competitor dashboard:** Provide your team with tailor-made dashboards contrasting your organisation's mindshare, share of voice, sentiment and virality signals with your competition
- **Competitive reporting:** Ensure all internal and external stakeholders are kept informed with daily, weekly or monthly summaries and email reports. Feed single data points and insights directly into relevant communication vehicles such as intranets or newsletters
- **Intelligent alerts:** Stay abreast of your competitors' activities and receive alerts informing you of any relevant conversations or mentions of your brand and those of your competitors - from any blogs, forums, social media, news or other websites



Do you want to learn more about how Ubermetrics can help drive the impact of your communications? Then reach out to one of our experts!