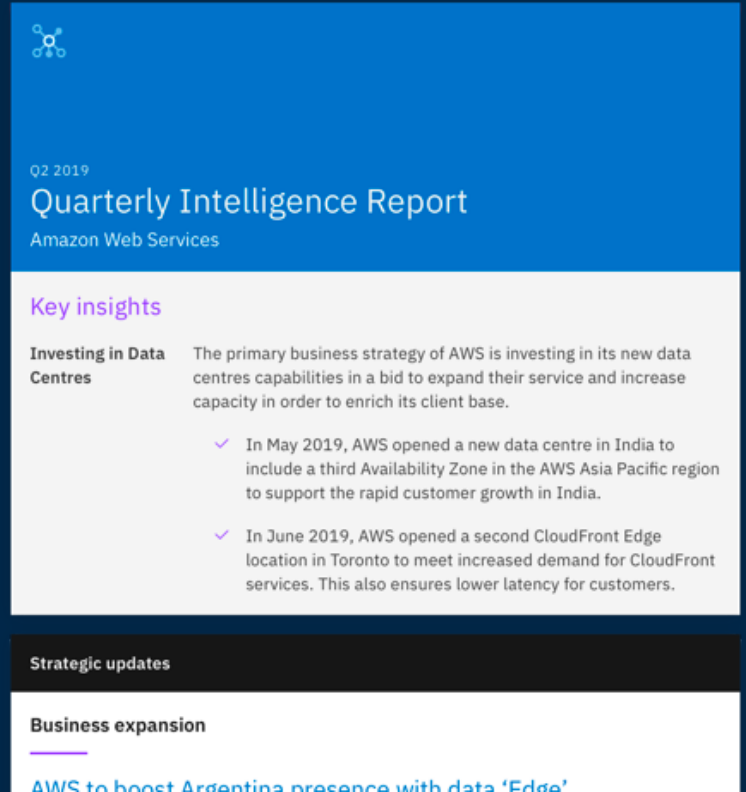


Datasheet

# Custom Market and Competitive Intelligence Newsletters, with Insights

Get only contextually strategic, relevant and timely updates from your market and competitive landscape, in a fully customized reporting template, right in your email inbox.

[Claim your free MCI report](#)



## Key Benefits

### Stay on Top of the Mission-critical Updates that Matter the Most



Sourcing

#### **Eliminate the Guesswork with Robust, Highly Customised Sourcing**

Go beyond limited coverage from the news to include intelligence from customisable sources such as company websites, social media, press releases, review websites, and regulatory portals.



Noise-filtering

#### **Isolate the Signals from the Noise with Unmatched Relevance**

Contify delivers actionable intelligence using a hybrid system of machine learning and contextual noise-filtering algorithms, augmented by a layer of human curation.



Structuring

#### **Tailored to Resonate with your Business Objectives, Teams and Key Stakeholders**

We work with you extensively to categorize and structure the sourced updates in a manner consistent with your specific business goals and reporting requirements.

# Benefits for the Entire Team

Get actionable intelligence packaged in a beautifully-designed newsletter that your teams would love to read.

## CXO/Leadership

Updates to aid medium and long term strategic planning, and help you identify the right growth opportunities.

- ✓ Keep abreast of industry trends, significant events and key disruptions of strategic importance.
- ✓ Updates to aid medium and long term strategic planning, and help you identify the right growth opportunities.



## Strategy

Identify trends, see where the industry is headed, and weigh your strengths and weaknesses against competitors.

- ✓ Analyse your competitors across their digital footprint for insight into their strategic priorities.
- ✓ Keep tabs on competitors with updates such as new offerings, business expansion, partnerships, management changes.



## Sales

Target new accounts, upsell and cross-sell to existing ones, and re-establish the conversation with dormant accounts.

- ✓ Drive conversations and conversions with updates for each member of your sales teams.
- ✓ Jump at the right opportunities with sales triggers unique to your target customers such as business expansion, management changes, hirings and new offerings.



## Marketing

Benchmark the competition, identify lead sources and drive effective marketing campaigns that delight and deliver.

- ✓ Track the content your competitors churn out — thought leadership, white papers and case studies.
- ✓ Boost the sales effort by keeping your battle cards up-to-date — track your competitors' media coverage and make note of their messaging and positioning.



## Designed to Set You up for Success



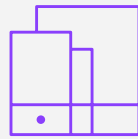
### Insights, Trends and Analysis Right in your Inbox

Our team of industry experts analyse the sourced updates for signals that can point to new strategic opportunities, expose potential threats, and uncover competitive strengths and weaknesses.



### Give Instant Feedback – Directly from your Newsletter

Don't like a particular update? Tell us what's useful and what's not by sending us feedback right from the newsletter – we'll be ready with necessary adjustments in time for the next edition.



### We Play Safe with all Email Clients, Browsers and Devices

Our newsletter templates are built from the ground up to render perfectly and feel just as intuitive, no matter where they are opened.

## Our Clients

Trusted by the Market and Competitive Intelligence Teams of 100+ Companies

**Deloitte.**



**BCG**



**Lonza**



*“Contify is my go-to source for Market and Competitive Intelligence. They deliver extremely relevant competitor and industry updates.”*



**Chutima Sakdiarpa**

Assistant Manager · Deloitte

