

Competitive analysis

Competitor	
Date created	
Analysis by	
Tier (1-3)	Tier 1 - major competitor / Tier 2- moderate competitor / Tier 3 - minor competitor

Competitor profile

- **Company mission:** e.g., Unleash the potential of every team
- **Key objectives:** e.g., maintain majority market share
- **Capabilities:** e.g., Key partnerships in the enterprise space
- **Company size:**
- **Revenue:**

Our competitive advantage

- **Key differentiators:** e.g., Powerful features for highly technical users

Target market & market share

	Competitor	Your company	Commentary
Target market			
Verticals			
Market share			

Product offering

	Competitor	Your company	Commentary
Product overview			
Positioning/Category			
Pricing			
Core feature comparison			
Feature 1			
Feature 2			

Marketing Strategies

Fill in the table below with information about the tools your competitor is using and how they're using them. Include specific details, such as the number of related properties, quality, and target audience.

	Competitor	Your company	Commentary
Overall strategy			
Website			
Blog/Content			
Social presence			
SEO			
Online advertising			
Offline advertising			
Videos and webinars			
Major events			
Customer resources			
Customer reviews listing			
Press release and mentions			
Customer engagement			
Social proof (customer logos)			
Partnerships and investments			

SWOT Analysis

List your product or company's strengths, weaknesses, opportunities, and threats in the table below

Strengths	Opportunities
•	•
Weaknesses	Threats
•	•