

Kompyte.

Track & Analyze Your Competitors In Real-Time

Selling online in 2016

Kompyte.

-  Competitors are **more active**
-  New players break into the market
-  **Expensive & difficult** to track
-  **81%** of shoppers research online before buying
-  **30 to 40** websites visited
-  Get **hundreds** of impacts from online Ads
-  **78%** of consumers report that **social media** influences their purchases

Do you know what your
competitors **are doing right now?**

Your customers do.



Tracking competitors' updates manually? Good luck.

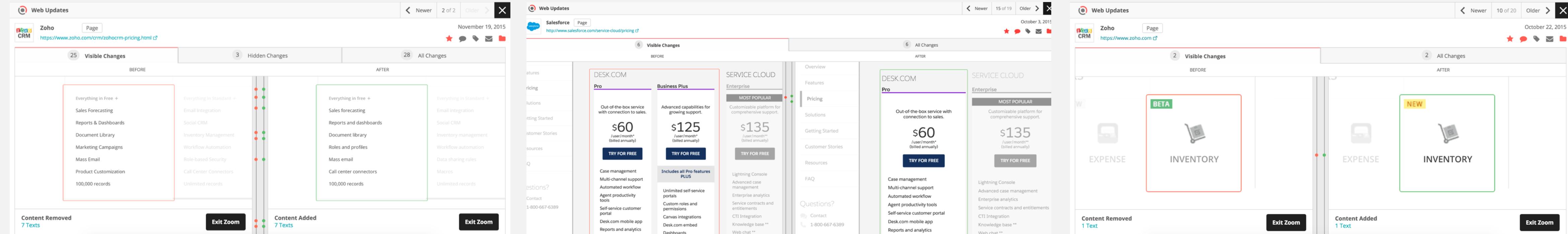


**Kompyte. provides Live Data
to Compete Smarter
in every Marketing discipline.**

Product Marketing Competitive Intelligence

Kompyte.

Build The Products People Want. Faster. Stay updated by tracking the innovation in your industry.



Perfect Your Value Proposition

Receive an alert when your competitors discover a new customer segment or change the way they sell their products, features or services. This enables you to customize your value proposition, reach new markets and target niches better.

Kompyte's Before & After Time Machine clearly displays every update your competitors make to their product pages, such as features, benefits, pricing, or even the tiniest change in their terms & conditions.

Sell The Best Product At The Right Price

Has your competitor changed their product or service offering? Are they highlighting new features or adding new benefits? Have they changed their pricing model or implemented new terms & conditions?

Kompyte sends you real-time alerts when a competitor changes their product marketing strategy so you're always one step ahead.

Optimize Your Product Roadmap

Discover industry trends early and identify new opportunities to align your product roadmap and find the perfect moment to launch.

By tracking all of your competitors' activity, you can understand their priorities and the updates they are planning for their product line. This is market-driven data you can use to optimize your product roadmap and build the products your customers want faster.

Promotional Marketing Competitive Intelligence

Kompyte.

Faster Reaction. Larger Revenues. Receive real-time alerts to competitor updates so you can take action!

The screenshot shows a dashboard titled '\$ Ads' with a search bar and a 'Filter by All' dropdown. It displays two promotional items:

- AT & T wireless internet business** (December 2, 2015): Your company has published a new Search Ad for wireless internet business. Includes a link to AT&T Business Internet - att.com.
- Sprint sprint plans** (December 2, 2015): Sprint has published a new Search Ad for sprint plans. Includes a link to sprint.com - Sprint's® Biggest Offer.

The screenshot shows an email composition window. The recipient is mkt@att.com, the subject is "Look at this incredible offer", and the message body contains the text "Can we match their offer?". At the bottom are "Cancel" and "Send" buttons.

The screenshot shows a comparison of T-Mobile's website. The 'BEFORE' view shows a red banner for the Black Friday Weekend. The 'AFTER' view shows a green banner for Cyber Monday Deals - Unwrapped!.

Detect New Promotions

Automate the surveillance of all your competitors' online activity and beware of new players. Avoid new threats and identify the opportunities before it's too late.

Kompyte's unique Updates panel provides real-time alerts on your competitors' actions by tracking any change on their website, advertising, social media channels or newsletters for easy storage and real-time tracking right alongside all of their marketing outreach campaigns.

Track Their E-mail Campaigns

Kompyte anonymously subscribes to and collects each of your competitors' newsletter campaigns for easy storage and real-time tracking alongside their other KPIs.

Respond Immediately

Protect your bottom line from your competitors' promotions and special offers. With real-time alerts, you're in the best possible position for an effective response to any scenario.

Kompyte ensures you have the most up-to-date and accurate information at all times and helps you manage your response. Instead of scrambling to find out what happened, you can plan your counter-attack.

Find New Competitors

Kompyte's automated competitor detector is constantly searching for new companies using your keywords. If a new player appears, you'll be the first to know about it.

Perfectly-Timed Campaigns

Track your competitors' promotional campaigns and sales to discover the most effective strategies and identify the best moment to launch your promotion.

With Kompyte's deep archive of historical data, you will be able to go back in time and see what your competitors were doing at any specific moment in time.

Anticipate Seasonal Promotions

Kompyte detects patterns in your industry's seasonal and holiday promotions allowing you to anticipate your competitors' special offers and prepare accordingly.

Search Engine Marketing Competitive Intelligence

Kompyte.

Improve Your Search Engine Conversions. Leverage your competitors' strategies to boost your Search Engine Marketing.

The screenshot shows two entries in a search ad tracker. The first entry is for Salesforce, dated November 11, 2015, showing a new ad for 'crm software'. The second entry is for Getbase, also dated November 11, 2015, showing a new ad for 'saas crm'. Both entries include the ad URL and a brief description of the campaign.

Main Organic Keywords (Google.com)		
Close.io	Insightly	
cold calling tips	insightly	1
close	quickbooks online	20
close	insightly crm	1
cold calling	contact management	1
cold email template	google apps login	5
sales script	free crm	2

The screenshot shows a comparison of a Zoho CRM landing page before and after updates. The 'BEFORE' view shows the original page content: 'Leads, Accounts, Contacts, Feeds, Documents, Mobile Apps'. The 'AFTER' view shows the updated content: 'Leads, accounts, contacts, feeds, documents, mobile apps, and more.' A red box highlights the 'SIGN UP FOR FREE PLAN' button in the 'BEFORE' view, while a green box highlights the 'GET STARTED' button in the 'AFTER' view. The bottom of the interface shows statistics for visible and hidden changes.

Write Ads That Drive Traffic

See every ad your competitors are running on search engines in real-time, and use their tests to improve your own AdWords conversion rates.

Kompyte's Search Tracker alerts you every time your competitors launch a new campaign or change their AdWords strategy – for any keyword, in any country, in any language.

Discover New Competitors

Do you know who's competing for the same keywords as you?

By tracking specific keywords, you'll be alerted every time a new competitor enters your industry or changes their strategy.

Identify The Best Keywords

Reveal your competitors' keyword research to identify new phrases and long-tail keywords. Kompyte's keyword suggestion engine shows your competitors' best performing keywords, for both organic and paid search results.

Kompyte detects every change your competitors make to their websites and landing pages. Not only will you catch pricing and copywriting changes in real-time, but we also expose the hidden updates in their HTML source, title, description, and meta tags.

Receive SERP Updates

Be the first to know when one of your competitors reaches Page 1. Kompyte sends you automated alerts when you or a competitor moves up or down search engine results pages.

Optimize Your Landing Pages

Track every single update on your competitors' landing pages to understand which structure, copywriting and call-to-actions are most effective with your target audience.

Kompyte's Before & After Time Machine allows you to track changes in websites, making it extremely simple to identify which content has been added or removed.

Learn New SEO Strategies

Gain insights and suggestions to improve your organic keyword ranking.

Track your competitors' website content, ads, keywords and backlinks to identify the SEO strategies working in your industry.

Inbound Marketing Competitive Intelligence

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Create Content That Drives Revenue. Track your competitors' inbound marketing strategy so you can improve your own.

Salesforce

1 months ago 15670 Engagements 229 Comments 5 months ago

57.6x **4 Secrets to Productivity**
Productivity is my holy grail. It's taken me a few years to realize that what makes me happiest (after, of course, a beach vacation or a powder day) is to end each day with the knowledge that I've accomplished something. Not just something, actually; a lot of things. I want to feel like I got a...
<http://feedproxy.google.com/~r/blogs/RtdE/~3/6X7PQcbu6fU/4-productivity-secrets.html>

This post is 9.3x more engaging than the average 14 comments 1 months ago

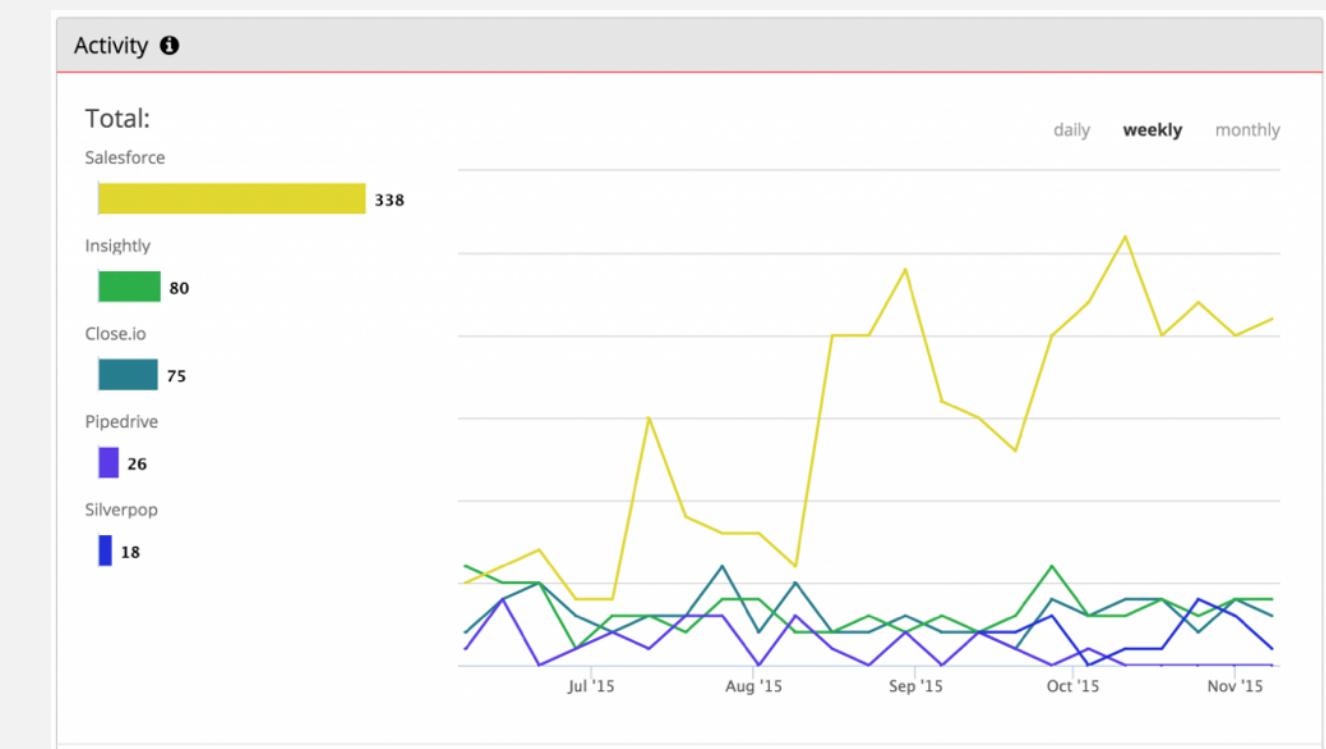
9.3x **Behind the \$272 Billion Salesforce Ecosystem Opportunity**
It's no secret there has been a tectonic shift in the enterprise IT

Social

Sort by Impact (Relative) Filter by All

pipedrive Pipedrive Facebook October 29, 2015
4 Comments | 567 Likes | 2 Shares 7.3x Looking to achieve success in sales? Follow these 5 suggestions by Sara Jantsch from Duct Tape Marketing.
[ducttapemarketing.com](#)

Salesforce Salesforce Google+ November 11, 2015
0 Replies | 1 Reshares | 9 +1s 5.9x Where to learn how to code!



Identify Engaging Topics

Discover the topics that drive engagement and only create content that converts.

Kompyte's content tracker analyzes all of your competitors' digital content, such as blog posts, news or any other RSS feed, and shows which topics create the most meaningful impact.

Stock Your Editorial Calendar

Fill in your content pipeline with topics and themes that are proven to make a lasting impact and attract new users.

Turn Social Into Sales

Track your competitors' posts on Twitter, Facebook, YouTube, Instagram and Google+ to learn what's working in your space.

Kompyte's Social Media tracking features help you to identify, not only what your competitors are posting in real-time, but also which types of activity drive the most traffic to their sites.

Outsmart Them On Social Media

Your competitors are trying to steal your customers using Social Media. Make sure you're always one step ahead.

Set The Right Goals

Track your competitors' inbound activity and access their KPIs to plan and measure your campaigns according to real data.

Kompyte's Benchmark section provides full analytics on your competitors' KPIs in content & social media such as activity, community size, engagement and impact.

Benchmark Your Performance

Analyze your inbound marketing impact with our intuitive dashboards, customized reports and real-time alerts.



Track & Analyze
Your Competitors
In Real-Time.

Real-Time Website Monitoring

Kompyte.

Monitor your competitors' website and see everything they do online.

Before & After Time Machine

"Wait, was it there yesterday?" Our Before & After Time Machine function pinpoints when and where a website change occurred.

See instantly who put up a new banner, adjusted their prices, updated their features page, or any other change down to the tiniest detail. With that knowledge, you can make an informed response.

Monitor your competitors' websites and see everything they do online:

- Real-Time Pricing Alerts
- Homepage & Landing Page Updates
- New Offers, Discounts and Promotions
- Product or Service Features Updates

The screenshot shows a 'Web Updates' interface comparing two versions of a Salesforce pricing page. The left side is labeled 'BEFORE' and the right side is labeled 'AFTER'. A vertical timeline bar indicates changes between these two points.

BEFORE (Left):

- DESK.COM** section:
 - Pro**: \$60 /user/month* (billed annually)
 - Business Plus**: \$125 /user/month* (billed annually)
 - Includes all Pro features PLUS**:
 - Case management
 - Multi-channel support
 - Automated workflow
 - Agent productivity tools
 - Self-service customer portal
 - Desk.com mobile app
 - Reports and analytics
 - Knowledge base
 - Team collaboration
 - CTI integration
 - 40+ partner apps
 - Desk Connect for Salesforce
 - Multi-lingual support
- SERVICE CLOUD** section:
 - Enterprise**: \$135 /user/month** (billed annually)
 - MOST POPULAR**:
 - Customizable platform for comprehensive support.
 - Lightning Console
 - Advanced case management
 - Enterprise analytics
 - Service contracts and entitlements
 - CTI Integration
 - Knowledge base **
 - Web chat **
 - Communities for Service **
 - Social Customer Service ***
 - Workflow and approvals
 - Call scripting
 - Case team collaboration
 - Integration via Web Services API

Content Removed
1 Header | 1 Link | 12 Texts

Exit Zoom

Content Added
1 Header | 1 Link | 12 Texts

Exit Zoom



Live Competitor Alerts

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Track all of your competitors' updates in real-time.

Search Ads Tracking

Every time your competitors update or publish a new AdWords campaign on Google, you will get an alert!

SEO Rankings

Track all changes in search engine rankings and learn from their strategies.

RSS Content Tracking

Track and analyze content marketing strategies, see which topics receive the most engagement and what content is ignored.

Social Media Tracking

Track how your competitors are performing on every major social network.

Newsletters Tracking

Kompyte anonymously subscribes to and collects each of your competitors' newsletter campaigns for easy storage and real-time tracking.

\$ / Ads

Filter by All

Salesforce crm software November 11, 2015
Salesforce has published a new Search Ad for **crm software**:
Free CRM Demo
Ad https://www.salesforce.com/form/sem/sales_manage_sales.jsp?mkwid=lokNXQrj&pclid=22633667293&typ...
The Award Winning CRM Software is Salesforce CRM. Watch CRM Demo. Grow faster with the #1CRM solution. Free access to all Salesforce product demo videos.
★ ⚡ 📲 📧 📁

Salesforce crm software November 11, 2015
Salesforce has published a new Search Ad for **crm software**:
Small Business CRM
Ad https://www.salesforce.com/form/sem/sales_manage_sales.jsp?mkwid=lokNXQrj&pclid=22633667293&typ...
The Award Winning CRM Software is Salesforce CRM. Watch CRM Demo. Grow faster with the #1CRM solution. Free access to all Salesforce product demo videos.
★ ⚡ 📲 📧 📁

Salesforce crm software November 11, 2015
Salesforce has published a new Search Ad for **crm software**:
World's Most Popular CRM - salesforce.com
Ad https://www.salesforce.com/form/sem/sales_salesforce.jsp?d=7013000000iGDWAA2&DCMP=KNC-Google...
The Award Winning CRM Software is Salesforce CRM. Watch CRM Demo. Grow faster with the #1CRM solution. Free access to all Salesforce product demo videos.
★ ⚡ 📲 📧 📁

Getbase saas crm November 11, 2015
Getbase has published a new Search Ad for **saas crm**:
Base® CRM - The Future of CRM Is Here - getbase.com
Ad http://resources.getbase.com/not-your-normal-crm?utm_source=Google&utm_medium=CPC&utm_term=s...
See How We've Revolutionized The Industry.

Content

Sort by Impact (Relative)

Close.io November 2, 2015
2 Comments, 140 Engagements
Sales coaching session with Steli: AutoUncle
Ever wanted to get some one-on-one sales coaching by Steli? The team of AutoUncle did, and here's the full recording of the call, and a writeup for those who prefer to quickly get the gist of it: You have some really great calls with prospects. They dig your product; understand the benefits and sound super-interested in signing on the dotted line. Yet once you send over the follow-up and contracts, you hit a stumbling block. Everything slows down. They want to go away and discuss it with...
<http://blog.close.io/sales-coaching-session-with-steli-autouncl>
1.3x ★ ⚡ 📲 📧 📁

insightly November 4, 2015
1 Comments, 24 Engagements
Why Small Business Owners Should Consider CRM
Many small business owners have a minimal marketing budget to work with, so the blunt tools of large-scale advertising and mass media promotions simply aren't available. Instead, small business owners need to nurture more targeted approaches to reach customers – both new and existing – and a good CRM system can help you develop a strategy for doing exactly that by helping you figure out the best way to market your wares. The post Why Small Business Owners Should Consider CRM appeared first on In...
<https://www.insightly.com/blog/why-small-business-owners-should-consider-crm/>
1.2x ★ ⚡ 📲 📧 📁

Sugarcrm November 4, 2015
0 Comments, 132 Engagements
When Choosing a CRM, Beware of Hidden Costs
When it comes to buying a new automobile, smart shoppers do more analysis than simply looking at the sticker on the windshield. While some cars may seem like a deal at the time of purchase, factors like maintenance and repair costs, resale value, insurance rates, and even fuel costs determine the true value of the […]
<http://blog.sugarcrm.com/2015/11/04/beware-of-hidden-costs/>
0.9x ★ ⚡ 📲 📧 📁

Social

Sort by Impact (Relative)

pipedrive Facebook October 29, 2015
4 Comments | 567 Likes | 2 Shares
7.3x Looking to achieve success in sales? Follow these 5 suggestions by Sara Jantsch from Duct Tape Marketing.
5 Easy Steps to Nailing a Sale
Today, nailing a sale and nurturing a relationship goes hand and hand. These 5 simple steps will help you have more success in sales.
ducttapemarketing.com
★ ⚡ 📲 📧 📁

Salesforce Google+ November 11, 2015
0 Replies | 1 Reshares | 9 +1s
5.9x Where to learn how to code!
Need an App? Don't Wait for I.T.
By Quinton Wall

★ ⚡ 📲 📧 📁

Salesforce Twitter October 29, 2015
64 Retweets | 75 Favourites
5.7x ★ We're so excited to launch a new Salesforce Channel with IFTTT (If This Then That)! <https://t.co/yrgeMElZaF>
<https://t.co/tRjUnEU1PZ>
★ ⚡ 📲 📧 📁

Competitor Detector

Kompyte.

Be alerted the moment they enter your market.

Track new competitors from Day One! If a new player breaks into your space, Kompyte alerts you in real-time.

Competitor name	Visits	Detected at
 Private Equity Software http://dynamicsoftware.com	~68 ? ↑ 100%	Ad detected for keyword crm online 5 days ago Private Equity Software Ad http://www.dynamicsoftware.com/dynamo-private-equity-edition/ Dynamo™ enhances deal, portfolio& contact management for PE firms.
 Self-hosted CRM http://zhen81.com	~4.5K ? ↑ 4%	Ad detected for keyword crm 6 days ago Self-hosted CRM Ad http://zhen81.com Zhen CRM: the full power of a professional CRM on your server.
 Easy CRM Software http://topproducer.com	~123K ? ↓ -15%	Ad detected for keyword crm software 7 days ago Easy CRM Software Ad http://marketing.topproducer.com/keep-in-touch/lp2.php?utm_source=FBNF&utm_medium=advertising&utm_content=CRM Compare our features and see how we match up. Get a live demo.
 Microsoft Dynamics CRM http://atriosystems.com	~1.1K ? ↑ 29%	Ad detected for keyword crm 7 days ago Microsoft Dynamics CRM Ad http://www.atriosystems.com/ProductsWeOffer/AboutCRM/DynamicsCRM.aspx #1 Gold CRM Microsoft Partner 20+ Years of Award-Winning Service!
 Web-Based CRM Software http://nowblitz.com	~7.7K ? ↑ 23%	Ad detected for keyword crm online 7 days ago Web-Based CRM Software Ad https://www.nowblitz.com/ Follow-up with referrals, leads, and clients with ease. Free trial!

Live Competitive Benchmark Reports

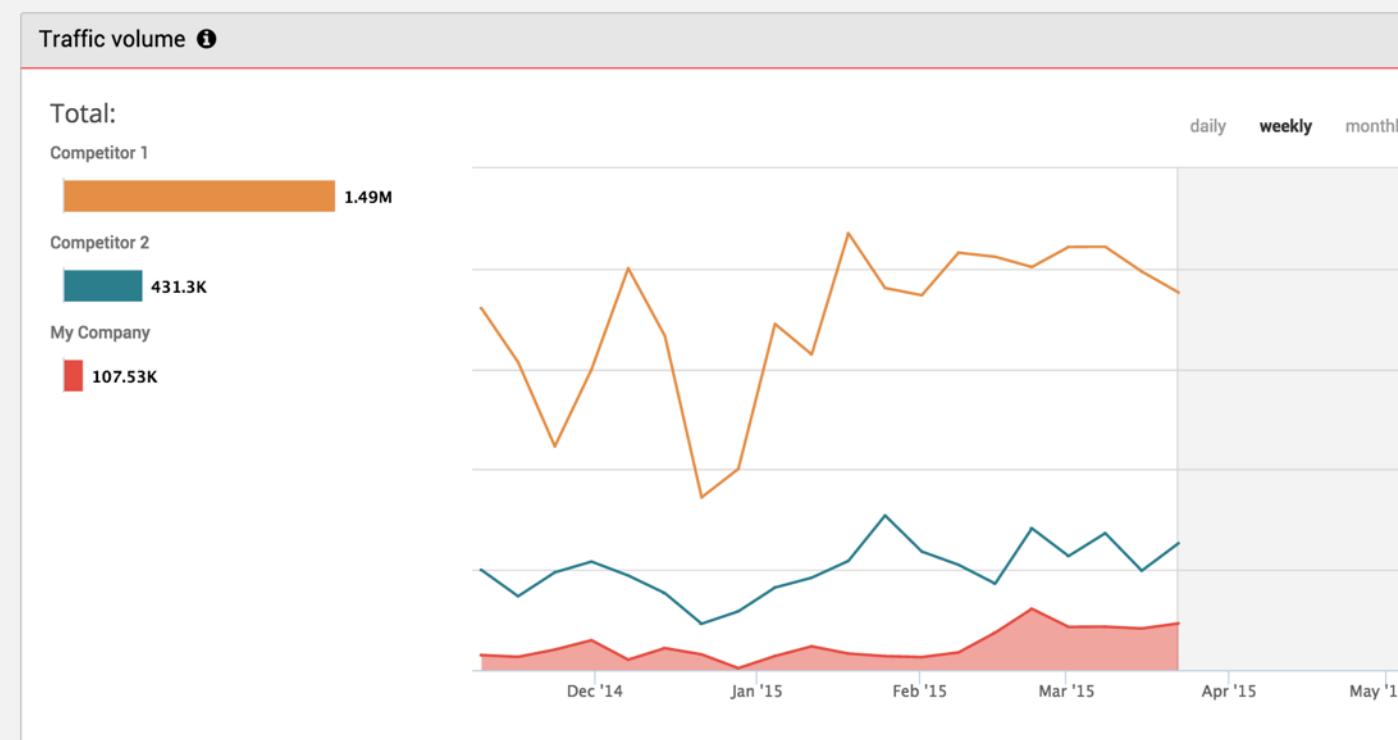
Kompyte.

Review your competitors' KPIs with one click and compare to yours.

Benchmark all your competitors in a single report, compare their metrics to yours and see how to improve your performance.

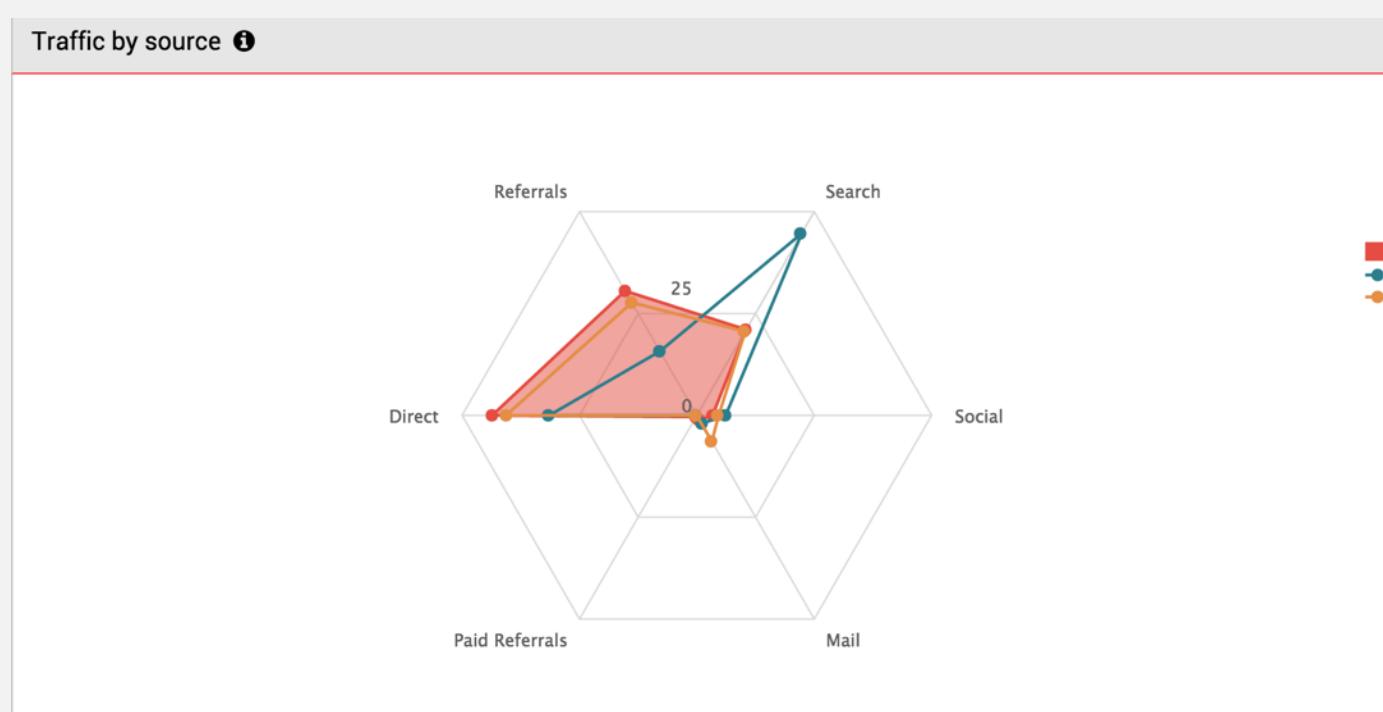
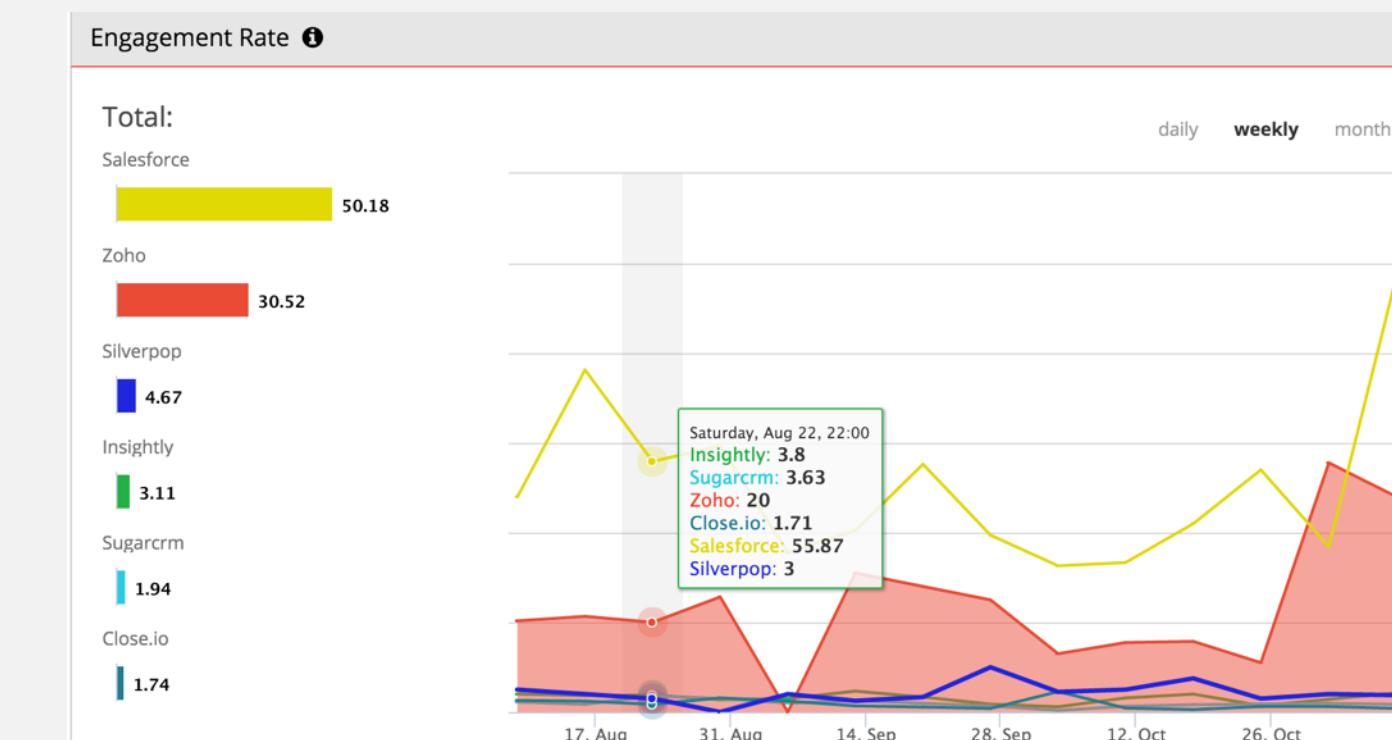
Website Traffic Analytics

- Website Global Rank
- Traffic Estimations
- Traffic Sources & Referrals
- User Behaviour



Content & Social KPIs

- Activity: Post Frequency Analytics
- Community: Size Evolution
- Engagement & Impact KPIs
- Most Engaging Content Report



Traffic by country ⓘ

Country	Percentage
United States	56.75%
Canada	15.56%
South Africa	5.16%
United Kingdom	3.62%
France	3.55%

My Company

Country	Percentage
United States	39.83%
Germany	14.61%
Canada	6.12%
India	5.24%
United Kingdom	5.13%

Competitor 1

Country	Percentage
United States	39.83%
Germany	14.61%
Canada	6.12%
India	5.24%
United Kingdom	5.13%

Search Marketing Insights

- Top Paid & Organic Keywords
- Competitor SERP Tracking
- Ads History



Main Organic Keywords (Google.com) ⓘ

Keyword	Rank
cold calling tips	1
close	12
close	13
cold calling	10
cold email template	1
sales script	1

Keyword	Rank
insightly	1
quickbooks online	20
insightly crm	1
contact management	1
google apps login	5
free crm	2

Get Kompyte. The platform to compete smarter online!

MEDIA



CUSTOMERS



AWARDS



PARTNERS



Kompyte.

Track & Analyze Your Competitors In Real-Time

Contact Us

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08015, Barcelona, Spain
-  www.kompyte.com
-  kompyte@kompyte.com
-  [@kompyte](https://twitter.com/kompyte)
-  [/company/kompyte](https://www.linkedin.com/company/kompyte)

