



Competitive Intelligence Software Category

SUMMER 2026
Customer Success Report





Competitive Intelligence Software Category

Competitive intelligence software refers to tools and platforms designed to gather, analyze, and manage information about competitors and market trends. These tools help businesses gather data from various sources such as websites, social media, news outlets, and more, to gain insights into competitor strategies, product offerings, pricing strategies, market positioning, and customer perceptions. The software often employs advanced analytics and data visualization capabilities to transform raw data into actionable insights, helping businesses make informed decisions and stay ahead in the competitive landscape.

Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions

COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2026 Customer Success Awards

Check out this list of the highest rated Competitive Intelligence Software based on the FeaturedCustomers Customer Success Report.



AlphaSense  **Birdeye**  **CBINSIGHTS**  **Contify**

crunchbase  **PitchBook**
a Morningstar company **qualtrics^{XM}**  **SEMRUSH**
An Adobe Company

 **similarweb**  **Talkwalker**
by Hootsuite

 **Adthena**  **apptopia**  **CRAYON**  **intelligence2day**

klue  **Kompyte**
by Semrush **Onclusive**  **owler**
A Meltwater Offering

teigus by AlphaSense

 **CIRADAR** **WideNARROW**

* Companies listed in alphabetical order



2026

**COMPETITIVE
INTELLIGENCE
SOFTWARE**

MARKET LEADER





ABOUT ALPHASENSE

AlphaSense

AlphaSense is a search engine for market intelligence that transforms how decisions are made by the world's leading corporations and financial institutions. Leveraging AI and NLP technology, AlphaSense enables knowledge professionals to extract insights in seconds from thousands of previously disparate business data sources, including company filings, event transcripts, news and trade journals, and equity research. Founded in 2011 and backed by investors including Innovation Endeavors and Soros Fund Management, AlphaSense is on a mission to empower organizations to make data-driven decisions with...

182

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“We use AlphaSense to make decisions much quicker right now, which helps us save resources. It also helps us to combine data much quicker and exchange information better across the team, and this means we can make better decisions for our clients.”

JAN VIEBIG
CHIEF INVESTMENT OFFICER, ODDO BHF

“AlphaSense is a much more powerful and refined search engine that’s very focused on the types of documents and search returns we’re interested in. A lot of other intelligence tools today don’t have the full document flow that AlphaSense has.”

FOUNDER
LEADING CONSULTING FIRM

“With AlphaSense, it’s data we can trust. If someone gave us a load of reports from AlphaSense, we know it 100% can be trusted.”

CAMILLE HOFFMAN
HEAD OF CUSTOMER INSIGHTS AND ENGAGEMENT OPERATIONS, GALAPAGOS

“As a market analyst, AlphaSense really helps me dig deeper and get actionable insights as quickly as possible.”

ALVIN JOGASURIA
HEAD OF MARKETING, GENSCRIPT PROBIO





ABOUT BIRDEYE



Birdeye is the leading reputation, social media, and customer experience platform for local businesses and brands. Over 150,000 businesses use Birdeye's all-in-one platform to effortlessly manage online reputation, connect with prospects through digital channels, and gain customer experience insights to grow sales and thrive. Founded in 2012 and headquartered in Palo Alto, Birdeye is led by a team of innovators from Google, Amazon, Salesforce, and Yahoo and is backed by the who's who of Silicon Valley, including Salesforce founder Marc Benioff, Yahoo co-founder Jerry Yang, Trinity Ventures, World...

353

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“Birdeye has given Total Point Healthcare a path to strengthen our relationships within our communities. A platform that gives an open dialogue and to really see where our strengths and weaknesses lie in all of our 20 locations. As we plan to grow the brand, Birdeye will continue to support our efforts in providing the best customer service in the healthcare realm.”

CORY COUNTRYMAN
CHIEF EXECUTIVE OFFICER, TOTAL POINT HEALTHCARE

“Birdeye Listings covers the major business directories, and when we need to update operating hours or a phone number for one of our shops, it only takes us a minute, and our profile gets automatically updated across all directories.”

MARY RABALAIS
SEO CONSULTANT AND WEB DESIGN, COLEMAN
TAYLOR TRANSMISSIONS

“Birdeye allows us to track and compare the patient experience at each location. This helps the team maintain high standards of service, identifying strengths in some regions and addressing areas for improvement in others.”

TIM BELTER
DIRECTOR OF MARKETING STRATEGY, D4C DENTAL
BRANDS

“Birdeye has been instrumental in helping us scale our reputation management while improving efficiency. The ability to automate review collection and track competitor benchmarks has been a game-changer.”

ELIZABETH SHORT
SVP OF MARKETING, CHARTWAY FEDERAL CREDIT
UNION

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ABOUT CB INSIGHTS



CB Insights fuses machine learning, algorithms, data and visualizations together to help large enterprises ask, answer and articulate compelling answers to difficult questions about growth, about competition and about the markets and technologies of the future. Their machine learning technology mines vast numbers of unstructured documents such as patents, earnings calls, news articles, company websites, regulatory filings, social media and more to derive insights into the future of the global economy.

122

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“With CB Insights, Froedtert Health is able to move quickly when assessing the market or evaluating potential partners. We can then dive deeper into a certain topic and collaborate across our organization all within one platform.”

MIKE ANDERES
CHIEF INNOVATION AND DIGITAL OFFICER, FROEDTERT HEALTH

“CB Insights enables Sitel Group to uncover new business opportunities that are at least 20x the value of an annual subscription.”

HILARY (STRAUSS) HAHN
VICE PRESIDENT EMERGING BRANDS, SITEL GROUP

“CB Insights lets us cut through the noise and collate the most pertinent data to answer the questions being posed.”

ZACKERY REICHENBACH-CARR
LEADER, ACCELERATION CENTER FOR INNOVATION RESEARCH LAB, RSM

“CB Insights is the Innovation Research Lab’s primary tool for establishing a detailed picture of an industry or sector.”

ANDREW MURPHY
INNOVATION RESEARCH MANAGER, RSM

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ABOUT CONTIFY



Contify is an AI-Enabled Market and Competitive Intelligence Platform to track information on competitors, customers, and industry segments. It enables users to collect, curate, and share information across the organization. Intelligent (actionable) information is mined by searching and analyzing information from over 200,000 online sources including news, company websites, social media, reviews, discussion forums, job postings, regulatory portals.

90

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Contify has changed how we approach market and competitive intelligence today. Our teams no longer spend hours chasing information, they simply leveraging Contify and act on it. With near-real-time, relevant insights integrated into our daily workflows, we’ve turned competitive intelligence into a strategic asset that drives faster, and smarter decisions across different business units.”

HEAD OF STRATEGY AND MARKET INTELLIGENCE
LEADING GERMAN MANUFACTURER

“Contify Newsfeed APIs is an integral element of our SaaS-based platform allowing us to offer relevant and timely news on vendors enabling our clients to respond swiftly and take immediate action.”

SENIOR PRODUCT MANAGER
LEADING RISK MANAGEMENT SOLUTION PROVIDER
COMPANY

“Contify enables us to monitor our competitors globally. We get updates on marketing events, partnership, and business wins. This information helps our top management with decision making.”

HU MING
PRESIDENT OF GLOBAL SALES, ZTE TELECOM

“Contify: A versatile and powerful tool for market intelligence! Tracking of competitors’ news/updates/social is definitely one of the best features the platform has to offer.”

JEAN-LUC MARTINEAU
CO-FOUNDER & CEO, BAGSORT

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ABOUT CRUNCHBASE

crunchbase

Crunchbase is the leading provider of private-company prospecting and research solutions. 70 million users—including salespeople, entrepreneurs, investors, and market researchers—use Crunchbase to prospect for new business opportunities. And companies all over the world rely on them to power their applications, making over 6 billion calls to their API each year.

36

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Before using Crunchbase’s Chrome Extension, our team would spend up to 20 minutes finding and importing a single lead’s industry, company size, address and headquarters location to our CRM. Now we can go to any website, find a company that matches our ICP, and push them to our CRM in one click. Thanks to Crunchbase, this process only takes 5 minutes per lead so our team can spend more time on outreach and less time on manual work.”

MICHAEL KOL
BUSINESS DEVELOPMENT MANAGER, JUMPCLOUD

“Crunchbase Pro is a tool we can use to scale our lead generation process. To grow from 100 to 1,000 customers, we have to segment our prospect base, find similar companies and new niche markets to tackle. We couldn’t do this without Crunchbase Pro.”

GROWTH MANAGER
SPENDESK

“Crunchbase data is integral to our Prospect Intelligence platform. We have saved each user 6 to 7 hours of research per month, enabling our customers to see a complete picture of their target audience at a glance.”

HUGO S.
SENIOR PRODUCT MANAGER, OUTREACH

“Crunchbase Pro allows us to qualify accounts 3 times faster than before, and the flexibility of the data has been a lifesaver.”

DIRECTOR OF MARKETING
ENGAGIO

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ABOUT PITCHBOOK



PitchBook is the financial information technology provider trusted by leading investors, companies and advisors. Their core offering is the PitchBook Platform, award-winning data and analysis software that makes it easy to analyze private and public companies, global M&A, private equity and venture capital activity, along with the limited partners, investors, funds and advisors involved. In addition to providing technology and custom research services, PitchBook also publishes a daily newsletter and quarterly reports detailing key industry activities and trends.

130

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“PitchBook has been an invaluable resource for Etc. at BT to be confident in our decision making at all steps in our innovation process. Finding the best startups and being able to do due diligence before engaging them saves us time and de-risks our efforts. Also, the research papers and analysts help ensure we’re well briefed on the latest insights to keep us ahead of the curve.”

JACK STENSON
HEAD OF STARTUP SCOUTING - EUROPE, BT GROUP

“PitchBook helped us identify sponsor owned assets and fund vintages to better understand actionable targets and also helped with market mapping by better understanding the competitive landscape.”

LARGE FINANCIAL SERVICES COMPANY

“PitchBook saves us a lot of time. The advanced search feature helps us zero in on the most ideal investment targets and investors, complete with contact details.”

DAVID HORNE
FOUNDER, FUNDING FOCUS

“PitchBook helps us win with better asset allocation and company tear sheets.”

ANALYST
LARGE FINANCIAL SERVICES COMPANY

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ABOUT QUALTRICS

qualtrics^{XM}

Qualtrics is the technology platform that organizations use to listen, understand, and take action on experience data, also called X-data™. The Qualtrics XM Platform™ is a system of action, used by teams, departments and entire organizations to manage the four core experiences of business—customer, employee, product and brand—on one platform. Over 10,500 enterprises worldwide, including more than 75 percent of the Fortune 100 and 99 of the top 100 U.S. business schools, rely on Qualtrics to consistently build products that people love, create more loyal customers, develop a phenomenal employee culture and build iconic brands. To learn...

570

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Qualtrics allows us to gather and analyse experience data from all four core experiences on one platform. That enables us to connect more insights, make better decisions, and improve all stakeholder experiences.”

SCOTT DOWNING
CHIEF CUSTOMER OFFICER, ROCKEND

“With Qualtrics Experience Management, we’re able to close the loop with customers at every touchpoint. It’s like our customers are sitting next to us and telling us constantly how we’re doing.”

DIRECTOR, CUSTOMER INSIGHTS
LIBERTY MUTUAL INSURANCE

“Customer expectations are increasingly based on end-to-end businesses that manage complex experiences while hiding complexity from their customers.”

KATERINA SAPRONOVA
ENTERPRISE INTELLIGENCE – DIGITAL VOICE, AETNA

“Qualtrics provides us with a platform that satisfies even our most curious executives with up to date insights that are easy to digest and take action on.”

FRIGIDAIRE

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ABOUT SEMRUSH



Semrush started out in 2008 as a small group of SEO and IT specialists united by one mission — to make online competition fair and transparent, with equal opportunities for everyone. After ten years of trailblazing experiments and constant progress, they've grown into the world's leading competitive research service for online marketing. Having traveled the path from a small startup to a big international company, they at SEMrush are still loyal to the fundamental values that got them to where they are now — adapting to change over following a strict plan and always placing individuals over...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“I love the feature that lets you analyze the keyword and backlink gap with your competitors. This is very useful in determining which keywords you aren't ranking for, that you could be getting.”

PAUL MELUZZO
CREATIVE DIRECTOR, OMNISLASH VISUAL

“We use Semrush as a core process in understanding organic traffic and projecting the future of potential clients that are interested in signing up.”

LAWRENCE HITCHES
GENERAL MANAGER, STUDIOHAWK

“Semrush was crucial in helping us boost our local and national presence in a very competitive industry.”

KEVIN MCREADY
SR. SEO MANAGER, BETTERTVET

“Semrush Site Audit is the first tool you want to use to make sure your site health is consistent.”

LAURE HESSIN
SEARCH MARKETING SPECIALIST, LUSH COSMETICS

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LIONBRIDGE

Booking.com

HONEYBOOK





ABOUT SIMILARWEB



SimilarWeb is the pioneer of market intelligence and the standard for understanding the digital world. SimilarWeb provides granular insights about any website or mobile app across all industries in every region. SimilarWeb is changing the way businesses make decisions by empowering marketers, analysts, strategy professionals, business development teams, investors, executives and more with the insights they need to succeed in the digital world. By enabling visibility into behavior on every website and mobile app, SimilarWeb allows customers to understand the online world,...

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“ Similarweb's data gives us a competitive edge. Understanding market trends is key for our clients and forms the basis of assessing campaign impact and benchmarking performance against their competitors. Similarweb provides high-value insights for our clients, avoiding looking only at the impact of their own marketing efforts. Seeing how you outperform the market and/or competitors is a great driver for marketing & audience optimization and when it works, gives the company pride and stimuli to continue the course. Simply put: Similarweb's data drives & evaluates our clients' overall strategy. Simply amazing. ”

JORN MORAAL
BRANDWEBBING

“ With Similarweb, we are able to dive deeper into our retail partners' traffic performance and gain insights on opportunities within our categories. ”

MARCIA LANE
SENIOR SHOPPER ENGAGEMENT MANAGER, CP SKIN
HEALTH GROUP

“ With Similarweb, we optimized our marketing. The platform significantly contributed to our success in the second half of 2024, helping us outperform our key competitors. ”

ANTON SOKURENKO
HEAD OF DIGITAL, KASTA

“ Similarweb helps us analyze our market, competitors, and retail partners, as well as manage our ecommerce presence and identify untapped growth areas. ”

DAVE ERICSON
RETAIL MEDIA MANAGER, CP SKIN HEALTH GROUP

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sticker mule

BBVA

Payoneer

Delivery Hero

iProspect



ABOUT TALKWALKER



Talkwalker is an easy to use and incredibly powerful social media monitoring and analytics tool. It delivers high value insights in a user-friendly dashboard recommended by agencies and brands worldwide. With a focus on big data crawling, the Talkwalker search index is one of the largest, covering over 150 million sources in 187 languages. The dashboard is extremely user-friendly and features intuitive filters and reporting functionalities.

95

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Talkwalker's new machine learning capabilities are great for the media monitoring industry and more important, give Talkwalker first-mover advantage in artificial intelligence for the media space. The training dataset they're building has a distinct advantage - motivated, highly-qualified users doing annotation of media and sentiment. This is in contrast to more general projects where you don't have the core customer providing the training data, leading to less useful results. That data is the future of media monitoring.”

CHRISTOPHER S. PENN
CO-FOUNDER AND CHIEF INNOVATOR, TRUST INSIGHTS

“The Talkwalker AI Engine is bringing added value in data processing and analysis, confirming Talkwalker's vision to offer a product with more and better features. Faced with an ever growing volume of data, it's crucial to drive the digital strategy of our customers with accurate and relevant data. The Talkwalker AI Engine allows us to get qualified data with minimal effort. Having tested this feature, it would be difficult to live without.”

MARTIAL ROUSSET
DIGITAL MANAGER, ENOV

“Talkwalker brings real-time data and the ability to respond extremely fast, providing a speed that is vital for effective reputation and crisis management.”

BENGIN KORKMAZ
CHIEF MANAGER OF OPEN SOURCE INTELLIGENCE, DIE PR-BERATER

“Talkwalker helps give us an understanding of the data that we then have to answer. Talkwalker doesn't tell us exactly what to do, but it gives us a baseline for it.”

DIRECTOR OF SOCIAL MEDIA COMMUNITY
SQUARE ENIX

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TOP PERFORMER





ABOUT ADTHENA



Adthena's mission is to revolutionize search marketing through "Unrivaled Competitive Clarity". They serve hundreds of the world's largest advertisers through its patented "Whole Market View" of organic and paid search. Leveraging machine learning, the platform indexes information hourly, processing over 10TB of new data, indexing 500 million adverts and 200 million keywords in 15 different languages each day. The segmented data is presented in an intuitive format, helping digital marketers to understand their landscape and acquire more customers.

89

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Adthena is far more than just a data tool. It's an insight platform that has revealed countless opportunities to improve our accounts. By using Adthena, we can identify where competitors are encroaching on our market, and quickly take action. At the end of the day, Adthena enables us to make strategic recommendations that help move the needle for our clients in a very important way.”

LAIA PÉREZ PUIGDOMÈNECH SEM
PPC AND SOCIAL SPECIALIST, VOLKSWAGEN

“Partnering with Adthena has been an integral part of how we optimize our paid search approach throughout the COVID pandemic and beyond. No matter the challenges in our external environment, Adthena's data and paid search expertise helped us determine the best way to go-to-market with our offering during uncertain market conditions.”

KAREN LUFF
PAID SEARCH MANAGER, MARKS & SPENCER

“Adthena's data has been invaluable for research and planning search campaigns. We often need to map out and analyse new and specialist insurance markets -- and with Adthena's data we can gain a thorough understanding of the space which informs our decision making.”

KEITH MOWBRAY
HEAD OF DIGITAL MARKETING, TOWERGATE INSURANCE

“Adthena's level of keyword and competitor data granularity cannot be found in any of our existing partners. Furthermore, we're now able to invest time in what matters the most for our clients, optimizing their campaigns and developing winning strategies.”

MADDIE THOMSON
ACCOUNT DIRECTOR, GREENLIGHT DIGITAL

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ABOUT APPTOPIA



Apptopia is a provide performance data on every mobile app and publisher in the world. These data are available via API and their intuitive web tool. They don't just give you data, they give you answers. Their affordable competitive intelligence tools are used by mobile publishers and developers, service providers, and investors on a daily basis to understand and monitor competitors, inform business strategies, and identify emerging consumer interests and trends.

27

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Apptopia plays an important role in our entire investment process. Their alternative data, correlations, and willingness to discuss the data give us a bigger picture of the market.”

CHIRAYU PATEL
FOUNDER, RAKANI CAPITAL

“Apptopia gives us the data and the insights we need to share compelling stories with our clients and create action plans to drive their acquisition, growth, engagement, and retention.”

MATTHEW LINDENBERG
VP DIGITAL CX STRATEGY, EPSILON

“Apptopia was the best of all our data providers. The data is notably more accurate.”

MAJOR TECHNOLOGY INVESTOR
CHIEF DATA SCIENTIST, MAJOR TECHNOLOGY INVESTING COMPANY

“Apptopia is table stakes for us. Anyone selling an SDK needs this.”

NERSI NEJAD
MANAGER, SALES DEVELOPMENT, LEANPLUM

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ABOUT CRAYON



Crayon provides market and competitive intelligence tools to help businesses track, analyze, and act on everything happening outside their four walls. They believe that millions of businesses have yet to take advantage of all the intelligence data available today to drive actionable insights and opportunities.

62

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“AI is incredibly promising and can be helpful today for content summarization, but is still a long way from credibly conducting win/loss interviews by itself. Until it has feelings — not just the ability to sense them in others, but to experience them itself — it will lack the dignity that I believe is essential to a meaningful human connection.”

KEN SCHWARZ
MANAGING PRINCIPAL, PSP ENTERPRISES

“The Crayon platform was the clear fit. We knew Crayon could help our teams access the necessary intel to win more competitive deals.”

ADAM JIROUN
PRODUCT MARKETING MANAGER, KONG

“Crayon provides a timely view into our market so that we can stay in the know and find opportunities to act.”

VICKI ROBERTSON
PORTFOLIO PROGRAM MANAGER, FUZE

“Our competitive win rates have increased as much as 59% since rolling out Crayon Battlecards.”

MICHAEL GREENE
PRODUCT MARKETING MANAGER, KLAVIYO

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ABOUT INTELLIGENCE2DAY



Intelligence2day® offer a beautiful and easy to use platform that helps CI-professionals collect, analyze and share their actionable insights. Many Competitive Intelligence professionals find it challenging collecting and delivering valuable insights to create a more competitive offer. They are overwhelmed with all the information and struggle to find relevant trends and share meaningful recommendations.

35

TOTAL CUSTOMER REFERENCES

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REFERENCES**

FEATURED TESTIMONIALS

“The Comintelli platform transformed how we gather and utilize market intelligence. It’s user-friendly, highly intuitive, and provides the real-time insights we need to stay ahead of our competitors. Our teams can now focus on strategic initiatives rather than sifting through endless data sources. This has significantly improved our decision-making process and contributed to our growth.”

DIRECTOR OF MARKET INTELLIGENCE
GLOBAL ENERGY AND CHEMICAL COMPANY

“Using Intelligence2day has been a game-changer for my business. Its user-friendly interface made the transition seamless, even for someone with limited tech expertise like myself. The software’s robust features, such as data analytics and automation tools, have significantly improved our productivity and decision-making.”

SVP STRATEGY
US BASED HEALTHCARE COMPANY

“Intelligence2day helps you track your business environment on a real-time basis. It is as versatile as you can build it. You can connect with free as well as paid news and information providers. And in one go, ensure only relevant information goes to the users within your organisation.”

VP MARKET INTELLIGENCE
SPECIALTY CHEMICALS COMPANY

“Comintelli offers intuitive and insightful solutions that help organizations become aware of their respective industry and the status of their competitors.”

QUADRANT KNOWLEDGE SOLUTIONS

TRUSTED BY

AkzoNobel



FORRESTER





ABOUT KLUE

klue

Clue is an AI-powered Competitive Intelligence platform designed to help product marketers and CI teams collect, curate, and deliver actionable competitor insights to empower Sales to win more business. Clue enables enterprise sales teams to win more business by providing dynamic insights about competitors. The platform uniquely brings together external competitive intel and internal knowledge from your team in the field. Then, makes it easy for Sales to access the information wherever they are. Built by product marketers to give organizations the advantage in every competitive...

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Clue’s AI-powered Insights not only save us time in gathering what users voice about us and our competitors, it gives me proof points that I can share with multiple teams – Product, CS, Enablement. We’ve become much more efficient in competitive coverage and content maintenance. Love that Clue is thoughtfully evolving and continually adding value to our CI program!”

LISA TAYLOR
MANAGER – COMPETITIVE INTELLIGENCE, SERVICETITAN

“Ask Clue has allowed me to access information faster. Even while on customer calls, I can use Ask Clue to validate how we’re differentiated compared to our competition. I especially like that it links to the original sources so I can drill down and confirm what the AI has surfaced.”

MATTHEW SHEA
SENIOR SOLUTIONS CONSULTANT, STRATEGIC ACCOUNTS, GAINSIGHT

“Ask Clue has revolutionized our battlecard strategy by letting us embed far richer data and trust that AEs can simply ask for exactly what they need—whether it’s intel on an obscure competitor without a dedicated card, a thorny threat that could derail a deal, or details on a new capability like “can they do X?”

TREVOR EVANS
DIRECTOR OF PRODUCT MARKETING, AWARDCO

“It’s like having my own CI assistant. With Clue, our sellers get the exact message and proof point right when they need it. That’s the difference between hoping they say the right thing and knowing they will.”

JASON HERSH
PRINCIPAL, MARKET INTELLIGENCE, GAINSIGHT

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ABOUT KOMPYTE



Kompyte is a competitor tracking software that sends real-time alerts when your competitors make changes to their websites, products and digital marketing campaigns. Kompyte also automates competitor reporting and helps marketers identify not only what their competitors are up to, but also identifies what's working for them. Marketers then leverage these insights to improve their own product and marketing strategy.

66

TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“With Kompyte, I can create and deliver reports that are actionable and easy to understand. I don't need to spend hours aggregating, condensing, and simplifying the information I use to inform my peers. I have quick and easy reporting at the tip of my fingers.”

SAMANTHA BAKER
GLOBAL INDUSTRIES MARKETING, CISCO

“Our understanding of the market and the competition has really improved. One of the main benefits has been to our leadership team and our product team, who are using Kompyte to inform tactical and strategic decisions about our product roadmap.”

ALEX RUDDOCK
SR. MANAGER, PRODUCT MARKETING AND PRODUCT MANAGEMENT, INFLUITIVE

“We love all Kompyte alerts, they notify us of relevant competitor changes that would easily go unnoticed, ultimately giving us an edge.”

COMPETITIVE INTELLIGENCE MANAGER
GLOBAL CONSTRUCTION MANAGEMENT COMPANY

“We've centralized all of our competitor insights to make it easier for our organization to access.”

LOGAN WOODEN
PRODUCT MARKETING MANAGER, PODIUM

TRUSTED BY

appgate

Affinitiv

Bonterra.

BITMOVIN

GetResponse



ABOUT ONCLUSIVE

Onclusive

Onclusive is the data science company for marketing and communications. They reveal which strategies drive actual business outcomes and deliver a brand's most valuable content to its target audience, at scale. The result is thousands of high-performance campaigns around the world. They bring together Kantar Reputation Intelligence, the largest media monitoring and measurement service in Europe, with the best-in-class tools of PRgloo, and Onclusive's own powerful AI and data science.

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TOTAL CUSTOMER REFERENCES

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FEATURED TESTIMONIALS

“Onclusive’s automated media platform tool is an invaluable tool to help you become a better PR person. It’s great for strategy setting and industry analysis, as you can quickly and easily review what’s happening beyond your own company. We can also see what journalists are covering and track editorial patterns both regionally and globally.”

SARA EBERLE
SENIOR DIRECTOR OF GLOBAL PUBLIC RELATIONS,
SOPHOS

“Ultimately, Working with Onclusive has delivered valuable clarity into how some of Heathrow’s most important audiences perceive us, enabling us to refine our communications strategy and better inform business decisions emotions.”

ANDREW MITCHELL
HEAD OF STRATEGIC COMMUNICATIONS AND POLICY,
HEATHROW

“Onclusive has proved itself to be an invaluable business partner and a key plank in delivering a consistent, quality, and responsive press office operation across a geographically diverse team.”

HEAD OF MEDIA, CORPORATE COMMUNICATIONS
NETWORK RAIL

“Building a brand and a new category at the same time require precise communications efforts which need to be supported by the most sensitive and credible analytics.”

KATIE FLOREZ
PR MANAGER, LUCIDWORKS

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ABOUT OWLER



Owler is the free service business professionals use to outsmart their competition, gain competitive insights, and uncover the latest industry news and alerts. Each month, members of the highly engaged Owler community contribute unique business intelligence such as privately-held company revenue, headcount, and likelihood of an outcome. Owler is used by 96% of the Fortune 500, along with thousands of start-ups, mid-sized organizations, and investment professionals. Funded by Norwest Venture Partners and Trinity Ventures, Owler is headquartered in San Mateo, CA with offices in Coimbatore,...

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FEATURED TESTIMONIALS

“Owler is a great tool for prospecting. In multiple roles where I've used their platform I've been able to expand my prospecting base by approaching businesses across an entire vertical that share a similar space with either a prospect I've landed, or a prospect that I received a "no" from.”

JONATHAN G.
DIRECTOR OF TICKET SALES, RUGBY ATL

“Owler is enabling FTV Capital to efficiently obtain daily news and insights in a bespoke way, uniquely meeting the needs of our investment team. The coverage and technology are unmatched in the space, making Owler the natural choice when seeking a partner for news data.”

SHOMA NISHIKAWA
VICE PRESIDENT, SOURCING TECHNOLOGY

“Owler's competitor research ability really is priceless. That single source of truth for our account research leading to incredibly reduced research time has made a huge difference for us.”

TREVOR SHAN
BUSINESS DEVELOPMENT MANAGER, OPENPRISE

“Owler Pro is like Google alerts on steroids. It's an invaluable resource for me to keep my pipeline filled with quality opportunities and stay informed on what's going on with them.”

JOHN BARROWS
CHIEF EXECUTIVE OFFICER, JBARROWS SALES TRAINING

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ABOUT TEGUS

tegus by AlphaSense

Tegus facilitates calls between experts and investors and provides those conversations to users via their platform with the ability to search, navigate, annotate, and analyze. Their platform helps their clients get direct perspective from former executives, customers, competitors, and industry consultants providing actionable insights, shortening the time in making smarter decisions, and generating new ideas.

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FEATURED TESTIMONIALS

“Tegus provides two-way communication with investors, at scale. Their single platform helps us reach new and familiar investors with our story and allows us to keep a pulse on what investors are asking—and reading—about our company and our peers.”

KEN TALANIAN
SVP OF FP&A AND INVESTOR RELATIONS, KNOWBE4

“Tegus saves my firm tens of hours weekly and hundreds of thousands of dollars a year. It’s among the very most essential financial data products in our process.”

CONNOR HALEY
FOUNDER, ALTA FOX

“Tegus is the number one place where we turn for insights when we’re trying to get up to speed on a company.”

ALEX WOLF
MANAGING PARTNER, PARTNERS FUND CAPITAL

“Tegus saves our team an inordinate amount of time.”

DREW WILSON
PM, FENIMORE ASSET MANAGEMENT

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2026

**COMPETITIVE
INTELLIGENCE
SOFTWARE**

RISING STAR





ABOUT CI RADAR



CI Radar is the first competitive intelligence company to offer a comprehensive web-based, 24 x 7 economical competitive intelligence solution for business. Using cutting-edge technology tools and a streamlined, professional analytic process, CI Radar delivers key intelligence about competitors, prospects, partners, customers, employees, industry developments and internal threats and vulnerabilities.

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FEATURED TESTIMONIALS

“We are very happy with CI Radar's marketing module, which has helped Kareo to trend organic and paid performance against key competitors. Our marketing team has used a variety of competitive intelligence tools, but CI Radar has proven itself to be a consistent and reliable source of information. Would highly recommend.”

BRENT NAKAGAWA
SR. MANAGER, ONLINE ACQUISITION COMPANY

“With CI Radar, I can find the information quickly and turn it around and get it back out there – the good the bad and the ugly – and they can read it. They really like being able to quickly see what's going on out there. From an industry perspective, and from a direct competitor perspective.”

INTERNATIONAL DEVELOPER AND MARKETING COMPANY

“CI Radar gives me a bird's eye view of the market and my competitor's products. From R&D to how they're performing in the marketplace. Information is the key to great product development and essential if you want to win in a competitive market like ours. CI Radar really delivers.”

DIRECTOR OF PRODUCT STRATEGY
OPEN-SOURCE TECH FIRM

“Understanding the full capability of CI Radar's product suite through a web demo was the most important part of the selection process. Other tools did not have the level of intelligence that CI Radar did.”

COMPETITIVE LEAD
MEDICAL DEVICE FIRM



ABOUT WIDE NARROW

Wide NARROW

Wide Narrow is an Intelligence Software Provider. They help analysis teams to increase productivity, thanks to improved collaboration and AI. Wide Narrow is continuously developed together with leading Intelligence teams around the world.

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FEATURED TESTIMONIALS

“My team is extremely happy with the product. It helps keep us updated on market movements, provides an easily accessible repository for our colleagues, and supports our longer term strategic view.”

STEPHEN LAWS
STRATEGY MANAGER, NFU MUTUAL

“Wide Narrow goes far beyond information aggregation. The tool facilitates collaboration amongst colleagues and allows us to generate reports in minutes.”

FLORIAN MEINEL
VICE PRESIDENT INTERNATIONAL STRATEGIC ACCOUNTS, ELEKTA

“The Wide Narrow platform has enabled us to quickly identify key business insights and has drastically increased the efficiency of our analysis.”

ASHLEY SUHANIC
DIRECTOR, CROWE LLP

“Wide Narrow has improved the quality of our analysis and overall made the Competitive Intelligence process much more cost-effective.”

PREEM

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