






Case Study




Competitor Intelligence: Market Insights in Real-Time (sales and marketing)

 **Client** Fortune 500 Materials Company

Challenge:

-  Strategy teams struggled with time-consuming competitor research across multiple states.
-  Delays in insights led to slow market responses.
-  Lack of centralized competitor tracking and analysis.

Solution:

-  Deployed **Market Intelligence AI**, automating competitor tracking and insights generation.
-  Implemented **real-time alerts & reports** for proactive decision-making.
-  Enabled AI-driven trend analysis, reducing manual research efforts.

Result:

75% reduction in competitor research time, increasing strategic efficiency.



Faster decision-making, reducing insight-to-action time from weeks to days.



Enhanced market positioning with real-time intelligence.