

Competitive Intelligence Program Packages Comparison & Pricing Chart

	Competitive Marcom Scan	Competitive Marketing Assessment	Competitive Business Analysis + Software	Competitive Intelligence Subscription	Competitive Intelligence Software - Standalone	Competitive Intelligence Software - SaaS Version - Subscription Basis
Pricing	\$ 995 per competitor	\$2,995 per competitor	\$4,995 per competitor	\$495 per competitor per month		1-time application setup charge of \$1,500 \$35/user/month billed annually Application customization - \$75/hr. (This pricing does not include any of the assessments.)
Intellicomp Software Pricing	Choice of standalone or SaaS applications at retail pricing.	Choice of standalone or SaaS applications at retail pricing.	50% off Intellicomp retail price if 1 to 3 competitors are studied. 4 or more competitors in study, Intellicomp CI app & 1 server license included	Choice of standalone or SaaS applications at retail pricing.	\$9995 with 1 server license \$75 / hr. programming / customization fee	
Frequency	1-Time	1-Time	1-Time	Monthly		
Analysis Services						
Business SWOT analysis		✓	✓			
Business differentiation strategies	✓	✓	✓			
Value proposition / USP analysis	✓	✓	✓			
Marcom strategies	✓	✓	✓			
Marcom SWOT analysis	✓	✓	✓			
Advertising / Sales Promotion activities						
Image strategies	✓	✓	✓	✓		
Messaging strategies	✓	✓	✓	✓		
Social media strategies	✓	✓	✓	✓		
Social media activities				✓		
Content marketing strategies	✓	✓	✓	✓		
Marketing collateral review	✓	✓	✓	✓		
News and events tracking				✓		
Advertising strategies	✓	✓	✓	✓		
Direct marketing strategies	✓	✓	✓	✓		
Sales promotion strategies	✓	✓	✓	✓		
Public relations strategies	✓	✓	✓	✓		
Event marketing strategies	✓	✓	✓	✓		
Offer strategies	✓	✓	✓	✓		
Product marketing strategies		✓	✓			
Pricing strategies		✓	✓			
Customer service strategies		✓	✓			
Customer support strategies		✓	✓			
Distribution strategies		✓	✓			
Acquisition strategies		✓	✓			
Retention strategies		✓	✓			
Go to market strategies		✓	✓			
Key markets / subsegments / target audiences		✓	✓			
Product differentiation in features / functions		✓	✓			
Product offerings / solutions		✓	✓			
Product merchandising strategies		✓	✓			
Terms strategies		✓	✓			
Strategic direction			✓			
Geographic coverage			✓			
Organization structure / functions			✓			
Financial performance			✓			
Staffing strategies			✓			
Sales strategies			✓			
Customer / partner strategies			✓			

Customer satisfaction levels with products, services, support			✓	
Key customer identification			✓	
Identification of recent major wins / losses			✓	
Marketing performance indicator review			✓	
R&D strategies			✓	
Manufacturing strategies			✓	
Development Services				
Develop key sell against strategies			✓	
Develop differentiation and positioning strategies			✓	
Develop messaging strategies			✓	
Develop product and pricing strategies			✓	

