

UNLOCKING THE POWER OF COMPETITIVE INTELLIGENCE IN STRATEGIC DECISION MAKING

INFINITI'S LATEST NEWSLETTER

INTRODUCTION

LONDON: Infiniti Research, a leading provider of market intelligence solutions, has announced the launch of their latest newsletter on how competitive intelligence can influence strategic decision making. Running a race blindfolded is never easy and getting to the finish line is even more challenging. This could be the case of any organization that doesn't use effective competitive intelligence services. Having a clear understanding of your competitors and how you differentiate yourself and your business paves the way for success in the long run.



Latest reads:

#1

Spearheading Transformation in the Oil and Gas Supply Chain: A Guide for the C-Suite

#2

What is inventory forecasting and why is it inevitable for your business?

Over the past 15 years, we have undertaken 500+ projects across all major regions and industry sectors, helping clients plan and execute the strategies required to sustain and grow. Get in touch with our experts for more insights on our customer intelligence solutions.

REQUEST FREE PROPOSAL



Why competitive intelligence is a gamechanger for retailers

When it comes to your competition, the more you know about what they're doing now and what they're planning to do in the future, the better decisions you'll be able to make. As companies in the retail industry fight for the biggest chunk of the market share, competitive intelligence services can be leveraged to gain a complete picture of the competition's front end, back end, logistics, supply chain, and marketing strategies. Experts at Infiniti Research believe that competitive intelligence is already revolutionizing the way retailers plan and execute their strategies. Furthermore, competitive intelligence services offer key benefits to retailers including identifying new market opportunities, analyzing market trends, and enhancing decision-making. Read more about why competitive intelligence is paramount for retailers on Infiniti's blog.

How competitive intelligence can drive marketing strategy and boost ROI

Today, brands are largely defined and judged by the content they create. Creating content that resonates with the target audience is critical for success. Competitive intelligence enables paves the way to fine-tune the content on what works for the market based on the successes and failures of the competitor's content. Furthermore, it provides insights and intelligence on what is needed to thrive in the ever-changing market. In this article, we have discussed some of the effective ways competitive intelligence can drive your marketing strategy and boost your ROI.

Top companies across industries use an external partner to gain better data insights and report positive results from that decision. Don't have the expertise to undertake competitive intelligence on your own? Get in touch with our experts now!

[CONTACT US](#)

Using social listening to enhance competitive intelligence

With social media, it's now easier than ever before for brands to understand customer behavior. The abundance of data available also allows brands to fine-tune their competitive intelligence strategies. Modern companies are aware of the opportunities for engaging their audience across social media. Furthermore, savvy marketers are using data from social media platforms and enhancing their social listening skills in order to improve their marketing strategies. Social listening tools also provide key insights on customer sentiments and perception of competitor products when compared to their own. This free downloadable resource from Infiniti will help you understand how businesses can enhance their competitive intelligence through social listening.

Leveraging Competitive Intelligence: What's in it for Your Business?

In order to maintain brand relevancy, it is extremely crucial for brands to evolve according to the changing market trends. As several emerging and new companies are already disrupting the business of bigger companies, it is vital for brands to keep an eye out for new players in the market in order to stay competitive. However, keeping up with market trends and what other players are up to is not an easy task. On this blog, thought leaders from Infiniti explain why every modern business organization must leverage competitive intelligence solutions and also highlights some key benefits that they can derive using competitive intelligence.



Learn more about Infiniti's competitive intelligence solutions

[REQUEST MORE INFO](#)