Use Case: Competitive Intelligence
Adapt to changing marketplace dynamics and remain competitive

The situation

Competitive intelligence is an essential, yet time-consuming element of any business strategy. In this dynamic business landscape, it is imperative to stay on top of your competitors' activities and conversations in the marketplace — from trends to positioning to product launches and customer perceptions. Businesses that take advantage of this deep insight can quickly pivot and respond to emerging issues, challenges, and opportunities.

Failure to understand the competition can result in failure to innovate on unmet customer needs, improve conversations about your brand, change opinions of prospects or worse, failure to differentiate your company in an increasingly crowded market.

Our PAI solution

Robust competitive intelligence includes the systematic monitoring of trends, conversations, and influencers across the thousands of publicly available information (PAI) sources around the globe — social media, the deep and dark web, local and breaking news, and message boards.

What is being said about our key competitors online?

Babel Street empowers teams with actionable insights to adapt to changing marketplace dynamics and remain competitive.

Babel Street's analytics platform offers an AI-enabled cross-lingual, persistent search of thousands of global and regional PAI sources in over 200 languages to rapidly discover and decipher insights into competitor activity. Machine learning algorithms constantly monitor for any competitor mentions — all which are translated into your native language in seconds and displayed on a single dashboard for analysis.

Business impact

Understanding the key market players enables organizations to differentiate themselves and outperform their competition.

PAI DATA SOURCES	DATA STREAMS	FILTERS	KNOWLEDGE
• 50,000+ hyper local news sites • Billions of blogs & message boards • 50+ social media/ consumer review sites • Dark web	• Competitor's name variants • Products • Domains • Geolocation • Relevant user handles • Phones • Addresses • Emails	• Temporal • Keywords • Exclusions • Intent • Geo vernacular • Language • Regular expressions	• Breaking news • Consumer sentiment • Volume trends • Consumer/product trends • Key influencers • Visualization of networks

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