



Outsmart competitors with real-time intel

Groopit simplifies sharing so you can get real-time competitive intelligence from employees who talk to customers every day.



Empower everyone with competitive intelligence from frontline employees



SHARE

Employees share from Slack, Teams, Salesforce, Groopit, or anywhere they work. It takes just three taps and less than a minute to share high quality, quantitative intel.



AGGREGATE

Everyone involved sees intel as it's shared and uses it to inform their own decisions. Question. Comment. Search. View patterns, anomalies and learn together.



ACCESS

Add intel to Salesforce or Tableau. Download it into a spreadsheet. Groopit makes it easy to use competitive intelligence and integrate it into existing enterprise systems.

Real-time competitive intelligence



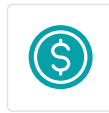
Competitive Product



Competitor Strength



Competitor Weakness



Competitor Pricing Information



Competitor Positioning



Competitor Marketing Activity



Competitor Sales Activity



Competitive Intelligence

GET PRECISELY THE RIGHT INTEL

Focus employees on sharing competitive intelligence you need in 3 taps and less than 1 minute.

EASY TO CUSTOMIZE

Choose from 30+ pre-built data sharing workflows or create your own as needed with no coding required.

EASY ADOPTION

Employees share from where they already work – Slack, Teams, Salesforce, any webpage or Groopit mobile app.

ENTERPRISE CONTROLS

Implement Groopit with Single sign-on (SSO), HIPAA level compliance capabilities, and advanced enterprise controls.

TRUSTED BY

blackbaud[®]

EQUIFAX

IDEO

“Data at the edge of a business is often the hardest for companies to capture and act-on because it is messy and complex. Groopit transforms structured and unstructured inputs into actionable insights.”

Rob Eldridge

Managing Partner at Tapas Capital and Former CFO of Asia and Emerging Markets at Amazon.com



Learn more at <https://groopit.co/solutions/competitive-intelligence/>