

Apex Competitive Intelligence Subscription

Many brands operate in a hyper-competitive industry where relying solely on internal data tells you only about your customers, **not those being courted by competitors**. Traditional analytics platforms like GA4, while powerful for internal tracking, **cannot track competitive data or strategies**. This creates a critical blind spot, forcing you to react to market shifts rather than anticipate them.

Key Advantage

The Apex Competitive Intelligence Subscription transforms market awareness into **proactive strategy**. We integrate regular, high-impact competitive intelligence directly into your workflow, empowering you to make data-driven decisions that **safeguard and grow your market position**. We identify competitor media strategies and **white spaces** to ensure your campaigns are always one step ahead.

What's Included

This is a premium, subscription-based service delivered quarterly to ensure continuous market vigilance.

01

Competitive Media & Messaging Deep Dive

Optimized Ad Targeting: Identification of competitor media spend across key platforms

Informed Creative Adjustments: Analysis of competitor messaging that resonates (or fails)

Audience Share Analysis: Pinpoint exactly where you're losing or gaining market share

Accelerated Product Development: Spot product or feature gaps before competitors do

02

Strategic Pivot Workshop (90-Minute Session)

A dedicated session with **ninetwofour's** senior consultants to review the Quarterly Report and translate competitive findings into **immediate, actionable directives** for your internal teams or Agency of Record (AOR), ensuring rapid deployment.

03

Continuous Data Integration

We ensure competitive data is consistently used to enrich any **ninetwofour** audience study and ongoing measurement efforts. We provide a standardized data feed for seamless integration into your preferred visualization tools (e.g., Google Looker Studio, Power BI).