

SITUATION

When a competitor was suddenly acquired, a multinational publisher of medical education content believed it had an opportunity to gain market share. First, they needed to better understand how they stacked up.

Management wanted insight into the competitor's value proposition and key capabilities so it could quickly craft a marketing campaign and align its sales messaging and targeting efforts.

CASE STUDY: FAST RESPONSE / NEW CUSTOMERS



SOLUTION

Line of Sight leveraged our capabilities in secondary and primary research to deliver an inside look at the product, supply chain and customer base. We validated the strategic intent, quantified the depth of content, mapped the production process to reveal key capabilities, and assembled an accurate client list from open sources.

BENEFIT

Marketing leadership designed an ad campaign to highlight key differentiation points revealed in the analysis. The lead intelligence analyst developed a sales battlecard and the sales team used the client list to target those most likely to value their offering. As a result, they gained several new customers.

"Hi Steve and Jennifer, You were amazing!! Great presentation overall and great insights, texture, and nuances presented for the Executive Summary and answers to their questions. THANK YOU!!! You have made this study a great success!!!"

Competitive Intelligence Manager - Health Education Provider



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