

**BACKGROUND:**

Every quarter, businesses hold their breath for the announcement of the G2 report badges which grade our solutions based on reviews from real-users. Getting just one of these badges is a pretty big deal.

The report recognized us as the top-rated CI platform in the market (undisputed in enterprise quite frankly), in four different categories, for a total of 24 badges, including being the only platform named a leader in both Competitive Intelligence and Sales Enablement.

To simplify your analysis process, we've extracted metrics for what matters most when choosing a CI platform to scale your competitive intelligence program. Basically, why choose Klue. We hope this helps.

- The Klue Crew



The Only CI Platform that's a Leader in

COMPETITIVE INTELLIGENCE



&

SALES ENABLEMENT



Which also makes us the top-rated Competitive Enablement Platform on the market.

Actually, the only one.

COMPETITIVE ENABLEMENT



HOW KLUE STACKS UP AGAINST OUR COMPETITORS



G2 SATISFACTION RANKING →

HIGH PERFORMERS

LET'S TALK MOMENTUM

Like pouring-gasoline-on-the-fire type of momentum.



This momentum means we move fast, iterate faster, and have a growing fan base of Product Marketers and sales reps who look to Klue when they need to win.



Clue named on “Best of Software” list for 2021



Data from 1M verified
customer reviews
→

“

*This isn't a subjective list based on
a few people's opinions.*

- G2 CEO, Godard A



SATISFACTION RATINGS

How customers rate software vendors' ability to meet their needs.

Real users satisfaction reviews

3 Key satisfaction ratings that matter...

1.

EASE OF USE

You've paid for a solution... but what did you really buy? This measures how easy it is to **actually** use the platform.

2.

PRODUCT DIRECTION

Choosing a solution means making a bet on the future. Whose product are you willing to bet on?

3.

NPS SCORE

Would customers put their own reputation on the line to recommend a solution? NPS measures exactly that.

G2 Satisfaction Rating Category

1. EASE OF USE

G2 Badges Earned + Satisfaction Rating



Highest rating in the category!

93%

Customers voted us the easiest to use because we make the curator's job simple. Klue doesn't just collect intel, we make it easier to curate that information into actionable insights and then deliver it to the people who need it - creating efficiencies in each stage of your CI process.

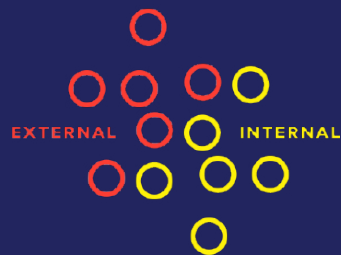
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Ease of use seems to be the main focus of the tool as nothing is hard to find or difficult to understand. Rare exceptions to that rule have always been met with an awesome support team that has all the answers to my questions.

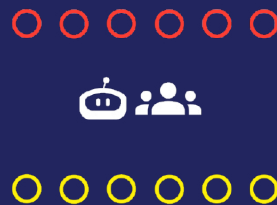


Seth Affatato
Product Marketing Specialist
Aspect

We're rated the easiest platform
to use on the market.



COLLECT



CURATE



CONSUME



“Each of these three phases of work matter in building a CI program. Klue's focused on finding efficiencies in all of aspects of your competitive work.

Adam Houghton
VP Success, Klue

G2 Satisfaction Rating Category

2. CONFIDENCE IN PRODUCT DIRECTION

G2 Badges Earned + Satisfaction Rating

Also highest rating in the category!



97%

Customers are confident in where our product is headed. We're confident they're going to crush their competitors. It's a win-win.

“

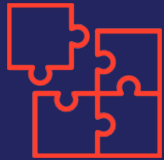
I feel the product team really works hard on listening to our feedback and building that feedback into their roadmap of product updates.



Scott Bamford
Product Marketing Leader
HotSchedules

Users voted Klue the CI platform with the strongest product direction

Increased **Efficiency for PMMs**



Workflow to curate raw intel into insights



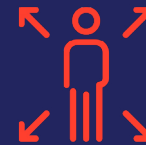
Everything in one place and everyone contributing



Reduce internal friction with rapid response



Demonstrate measurable impact on revenue



Scaling insight support to all internal and partner teamsteams



Make more informed and faster decisions



“ *When we launch our product roadmap we always have two things in mind: what do our customers need and how can we increase the effectiveness of their business.*

Tamara Schebel
VP, Product @ Klue

Meet Tamara our product boss!



G2 Satisfaction Rating Category


3. NET PROMOTER SCORE

G2 Badges Earned + NPS Score

Users are more likely to recommend us than any other CI platform

KLUE'S NPS SCORE

87


Users Most Likely To Recommend

Mid-Market

FALL 2021


Best Support

Enterprise

FALL 2021

Who are more rabid fans of Klue than PMMs & CI owners? Salespeople. In our own NPS program at Klue, consumers (salespeople) rate us even higher than our curators. 6% higher to be exact.

“

I'd highly recommend [Klue] if you want a package that delivers curated competitive intelligence with the ability to quickly and easily create battlecards to enable the field.



Chris Janiszewski
Director CMI Analysts
UiPath

Numbers don't lie.
Users say Klue delivers the best ROI.



SALE CYCLE

One client's sales cycle is an average of 10 days shorter since using Klue.



**Best
Est. ROI**

Mid-Market

**FALL
2020**



REVENUE

Another client attributes a 6% lift in ARR to Klue.

What it's all about

“

Well worth the money. It will speed up your CI programs 5-10x faster then doing it all by hand and make it super easy for your field to find the intel they need and to WIN!

Mark B
Director Product Marketing
Talen

ENTERPRISE-READY SUITE FEATURE

Enterprise-ready is everyone ready?

G2 Sales Enablement Category



Single Sign On



Role Based Access Control



Customized User Permissions



Business Resiliency



Single Sign On



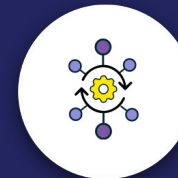
Dedicated CS,
Support & SLA



GDPR



Reporting & Analytics



Integration



Security, Privacy
& Compliance

THE ONLY COMPETITIVE PLATFORM THAT HAS SOC2 COMPLIANCE

Clue's suite of Enterprise-ready features means you can trust that your competitive IP is always safe, and your data is available when you need it.

“

Clue has always been a security first company, so SOC 2 compliance is just a natural progression in our enterprise readiness support.



Sarathy Naicker
CTO / Co-founder
Clue



FEATURE COMPARISON

Feature ratings represent reviewers' overall satisfaction with... each feature.

Real customer reviews



2 key features to look for in a competitive enablement platform for enterprise business

1.

CENTRALIZED PLATFORM

This measures which platform is best at centralizing intel from across the org.

2.

BATTLECARDS

All the intel in the world means nothing if sales reps don't use it.
Who wins at battlecards?

1. CENTRALIZED PLATFORM

G2 Badges Earned + NPS Score



What helps enterprise businesses to scale?

Enterprise businesses need to keep large teams on the same page. Our platform centralizes intel into one single location, allowing for easy org-wide access and distribution.

Highest rating in the CI category

95%

“

In today's dynamic competitive landscape, equipping sellers with the actionable competitive insights they need to complete confidently and win is a significant challenge. Cisco chose Klue to help us centralize competitive intelligence across our diverse global sales organization.



Stefan Eller
Director, Worldwide Competitive Intel
Cisco

Klue enables businesses to scale

Real results!

9X

“

We've gone from covering 12 companies to now over 130 with the same team. Klue enables us to cover more competitors and go deeper on the ones that matter.

Jay Nakagawa,
Director of CI, Dell EMC



*Enabling 16,000 sale people & channel partners,
Dell tracks 9x more competitors using Klue.*

[Read the case study](#)

24%

“

The Sales impact analysis helped us measure changes to Win Rates and Average Deal Duration. Positive results from the beginning gave us executive buy-in early on.

Patty McDonald
Global Solutions Marketing Director, Symphony RetailAI



*Symphony RetailAI increased their competitive win-rate
by 24% by enabling Sales with effective battlecards*

[Read the case study](#)

2. BATTLECARDS

G2 Badges Earned + Feature Comparison Rating



Why sales people
love Klue

Sales love Klue because our battlecards are the best in the biz. Our platform helps you create personalized compete content for your reps throughout the sales cycle.

Named category leader
for battlecards

95%

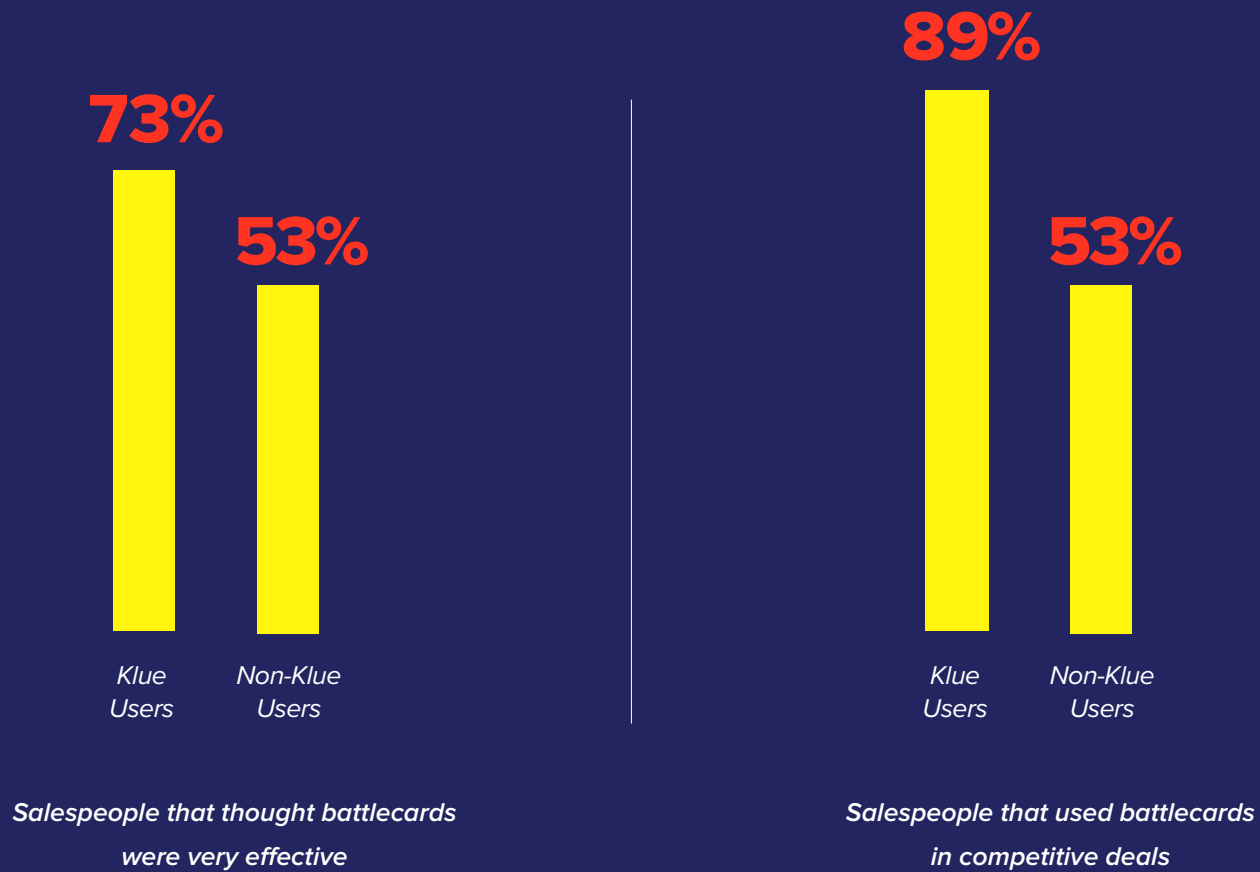
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A great way to enforce the need for CI is to build strategic product battlecards to help the sales organization. The battlecard UI in Klue is far better than most I've seen on the market. They took the guesswork out of building a battlecard template and dynamic experience.



Kimberly Bauer
Senior Competitive Intelligence Analyst
VMware Carbon Black

Salespeople can't live without our battlecards



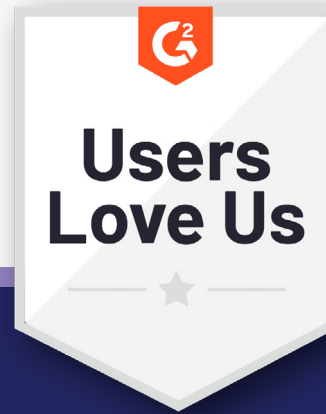
Almost a full sweep!

KLUE VS COMPETITORS

By now you must be wondering how we stack up
against our own competition

| | | | | |
|-------------------------------|-------|-------|-----|-------|
| Ease of use | 9.2 ★ | 8.9 | 9.0 | 8.9 |
| Ease of admin | 9.1 ★ | 9.1 ★ | - | 9.1 ★ |
| Ease of setup | 8.9 | 9.2 ★ | - | 8.8 |
| Quality of support | 9.7 ★ | 8.5 | 9.0 | 9.7 ★ |
| Meets requirements | 9.1 ★ | 8.1 | 8.7 | 8.6 |
| Ease of doing business with | 9.7 ★ | 9.2 | - | 9.7 ★ |
| Product direction (%positive) | 9.4 ★ | 8.2 | 7.7 | 8.4 |

Getting just one of these badges is a pretty big deal!



Recognized as a company customers love

The official G2 report recognized us for serving enterprise and mid-market business in three different categories.

Competitive Intelligence

Overall



Enterprise



Midmarket



Market Intelligence



Sales Intelligence



READY TO LEVEL UP YOUR COMPETITIVE PROGRAM?

Work with the best.

LET'S TALK

klue