



When you want to compare yourself to a competitor:

For target customer/audience that need audience need your product
addresses name of your product/service is a
define product category that how does your product solve
your customer's need in a sentence? Unlike
competitor, our product how is your product different from the
competition? .

When you want to focus on your customers:

For target customer/audience, name of your
product/service is the define product category that will
problem your product solves for your customer so they
can benefit your product brings to your customer.



Consumer Intelligence Platform