



This year, more than 61% of businesses saw a direct increase in revenue due to their competitive intelligence efforts. Today's burgeoning competitive market landscape has led firms to increase their investments in CI solutions.

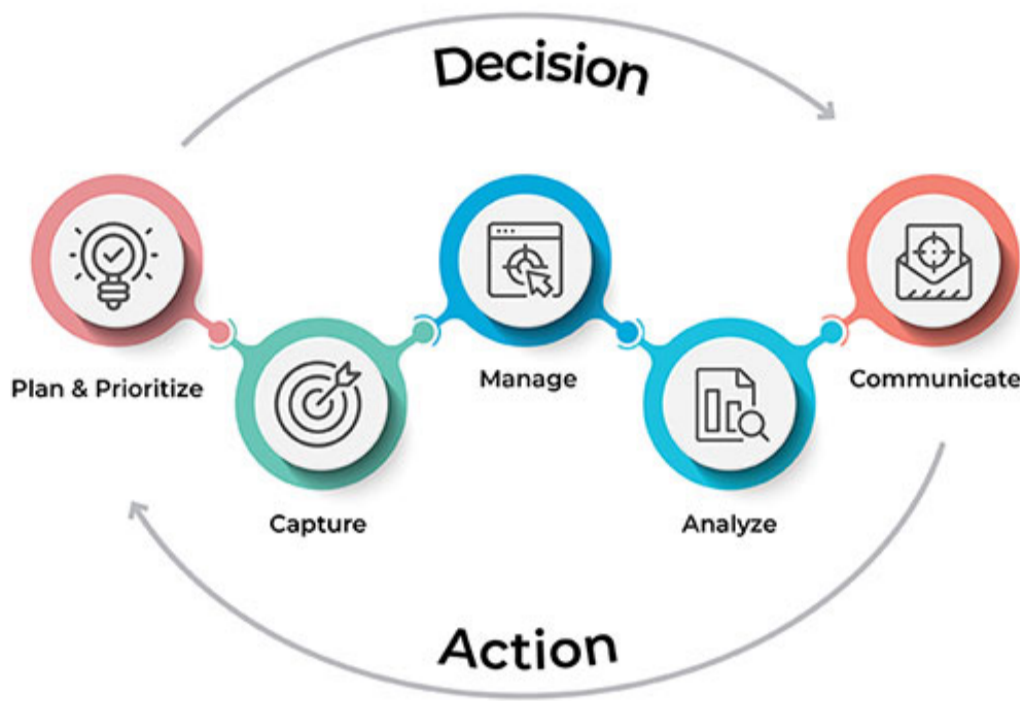
The competitive intelligence process plays a pivotal role in garnering optimum consumer insights. In this issue, we decode the CI process and explore the latest trends in competitive intelligence research.

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**The competitive intelligence process decoded**

What can CI managers and analysts do to drive greater impact from the competitive intelligence they provide? In this article, we break down how a standardized competitive intelligence process conducted in a structured and systematic manner can give your CI efforts more clarity and direction.

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**Competitive intelligence tools vs services: What is better for your organization?**

Battling the age-old question of choosing between a CI tool or a professional service has led to hybrid solutions that combine the speed of tools and bring the depth of insight offered by CI service providers- bringing the best of both worlds.

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**Stay ahead of the curve and create differential strategies with our competitive intelligence solutions.**

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**Latest trends:**

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**The CI process evolution: Communication trumps research**

As 90% of businesses look to either increase or maintain their CI budgets this year, CI processes are evolving their focus more on communication over research.

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**Streamlining CI processes with AI**

Today AI and automation tools play a crucial role in advancing CI processes and identifying emerging market opportunities: From swiftly filtering through extensive volumes of external data to providing actionable insights.

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**Best CI practices in the pharma industry**

Today, the pharma industry is rife with fierce competition in the face of patent expiry, rapid innovation, and evolving customer and patient needs. In this article, we elucidate some of the best practices for conducting CI in this industry.

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**Case Study: Competitive benchmarking and demand trend analysis**

Discover how a leading vehicle manufacturer was able to expand its international presence with a focused competitive strategy.

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**Top 5 consumer trends for businesses to watch for in 2022**

Today's customer is more self-aware, favoring sustainable and value-driven brands and constantly engaging in research. In fact, the customer purchase journey now begins with questioning 'when' they need something, not 'where' they'll buy it.

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