```

```
� ║ ║ 🎯 AUTOMATED COMPETITIVE INTELLIGENCE SYSTEM 🎯 ║
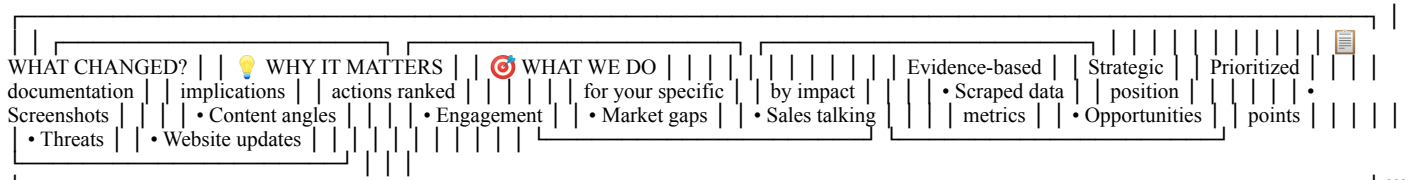║ ║ ║ Competitor Content In → Actionable Creative Out ║ ║ ║
```

```

A systematic Make.com pipeline that scrapes competitor Instagram Reels, analyzes content with AI, and auto-generates counter-positioned UGC ads — all triggered from a single spreadsheet input.
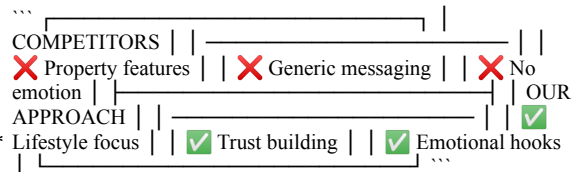
--- ## 🔄 Automation Flow ```

```
LOG |——▶| 🗒️ CREATE |——▶| 💾 SAVE    | Trigger | Scrape | Analyze | Data | UGC Ads | to Drive    SHEETS ——▶ 🔍 APIFY ——▶ 🧠 GEMINI ——▶ 📝
```
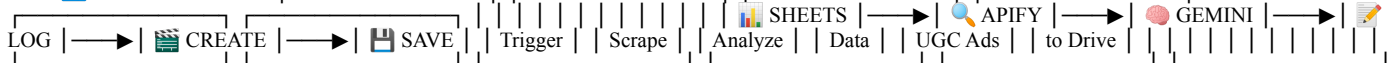
| | | | | ▼ ▼ ▼ ▼ ▼ ▼ Competitor Instagram Hook & Engagement Counter- Ready-to-use Username Reels Data Angle Metrics Positioned Video Assets Extraction Scripts ```

--- ## 📄 Pipeline Breakdown

Stage 1: 📊 Spreadsheet Trigger > **Google Sheets webhook initiates the automation**

Component	Details
Input	Competitor Instagram username
Trigger	Webhook on cell update
Tool	Google Sheets Function

--- ### Stage 2: 🔍 Content Scraping > **Apify extracts Instagram Reels data at scale**

Component	Details
Data Extracted	Video URLs, captions, hashtags
Metrics	Likes, views, comments, duration
Actor	Instagram Reels Scraper

--- ### Stage 3: 🔴 AI Analysis > **Gemini AI extracts hooks, angles & strategic insights**

Analysis Type	Output
Video Analysis	Upload & visual content parsing
Hook Extraction	Opening lines & attention grabbers
Messaging Angles	Pain points & value propositions
Counter-Position	Unique angle recommendations

--- ### Stage 4: 📝 Data Logging > **Structured insights saved to Google Sheets**

Component	Details
Engagement Data	Performance metrics tracked
Content Library	Searchable competitor archive
AI Insights	Analysis & recommendations

--- ### Stage 5: 🎬 UGC Ad Generation > **Creatify.ai creates counter-positioned video ads**

Component	Details
Input	AI-generated scripts & angles
Output	Ready-to-run UGC-style videos
Storage	Auto-upload to Google Drive
Format	Platform-optimized creatives

--- ## 🎯 Strategic Framework ```

```
WHAT CHANGED?          💡 WHY IT MATTERS         🎯 WHAT WE DO                          Evidence-based    Strategic     Prioritized 📋
• documentation        • implications            • actions ranked   • for your specific   • by impact       • Scraped data    position
• Screenshots          • Content angles          • Engagement       • Market gaps         • Sales talking   • metrics         • Opportunities   points
• Threats              • Website updates                                                                                                        ```
```
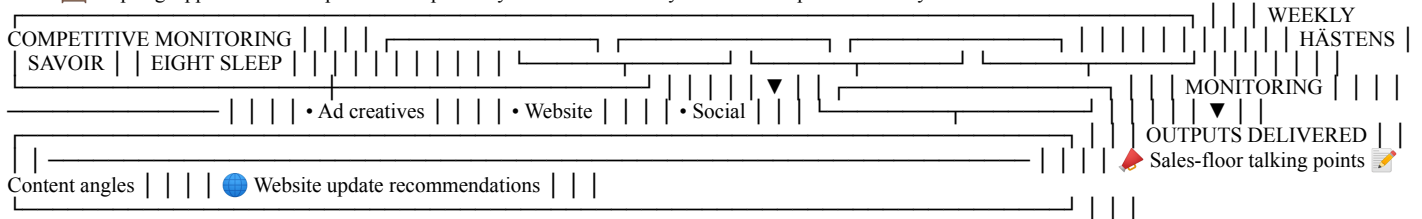
--- ## 🏠 Real Estate Case Study

The Insight Analyzed competitor video content and discovered they focused on **property features** while ignoring **emotional storytelling**. ### Actions Taken - ✅ Identified high-performing hooks from competitor Reels - ✅ Found untapped **lifestyle & trust** angles - ✅ Generated UGC-style ads with differentiated messaging - ✅ Insights shaped creative direction directly ### Result > *"The insights directly shaped the creative direction, not a separate report."*

```
COMPETITORS
❌ Property features    ❌ Generic messaging    ❌ No emotion
OUR APPROACH
✅ Lifestyle focus    ✅ Trust building    ✅ Emotional hooks    ```
```

--- ## 🛏️ Vispring Application Example > **Adapt this system to track luxury mattress competitors weekly** ```

```
COMPETITIVE MONITORING                                                                WEEKLY
  SAVOIR    EIGHT SLEEP                                                                HÄSTENS
                            • Ad creatives      • Website      • Social
                                                          ▼                           MONITORING
                                                                                         ▼
                                                                                      OUTPUTS DELIVERED
Content angles     🌐 Website update recommendations                                  📣 Sales-floor talking points 📝
```

``` --- ## ⚡ System Capabilities

| Metric | Value |
|:------:|:-----:|
| **Integrations** | 5+ |
| **Trigger** | 1 Click |
| **AI Analysis** | 2x Passes |
| **Scale** | Unlimited |

--- ## 🔧 Tech Stack Details

| Tool | Purpose | Module |
|------|---------|--------|
| **Google Sheets** | Trigger & Data Storage | `google-sheets:performFunction`, `google-sheets:addRow` |
| **Apify** | Instagram Scraping | `apify:runActor`, `apify:fetchDatasetItems` |
| **Gemini AI** | Content Analysis | `gemini-ai:uploadAFile`, `gemini-ai:createACompletionGeminiPro` |
| **Creatify.ai** | UGC Video Generation | `creatify-ai:Createlinkwithparams`, `creatify-ai:getavideohistory` |
| **Google Drive** | Asset Storage | `google-drive:uploadAFile` |
| **HTTP** | File Transfer | `http:ActionGetFile`, `http:ActionSendData` |

---

```
║ ║ ║ This wasn't manual research. It was a systematic pipeline:
║ ║ ║ RESEARCH → ANALYSIS → ACTION ║ ║ ║ Competitor content in → Analysis → Actionable creative out ║ ║ ║
```
```