

Contact Klue



Verified User

Mid-Market (51-1000 emp.)

1/15/2025

 4.5 out of 5

"Amazing product and after sales support"

Klue is a fantastic tool for competitive intelligence and for distributing battlecards and competitive newsletters within the company. I appreciate...

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Jennifer M.

Enterprise (> 1000 emp.)

1/6/2025

 5.0 out of 5

"Robust CI + Win/Loss Tool Backed by a Great Team of Experts & Support"

I like how Klue is a one-stop-shop for all of our competitors we need to track as well as the repository of win/loss interviews. We have the Gong ...

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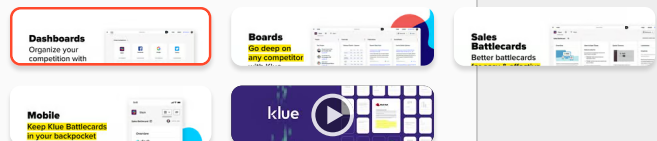
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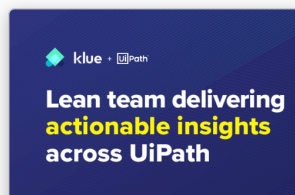
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Klue Media

Dashboards
Organize your competition with customizable Klue Dashboards

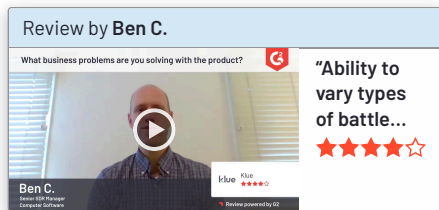


Official Downloads



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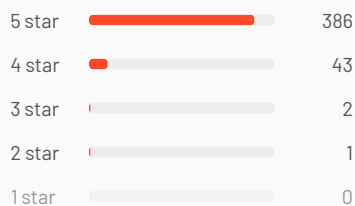
Video Reviews



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432 Klue Reviews

★★★★★ 4.8 out of 5



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Klue Pros and Cons

How are these determined?

Pros

[Customer Support](#)

[Ease of Use](#)

[Helpful](#)

[Competitor Analysis](#)

[Features](#)

Cons

19

[Alert Issues](#)

[Poor User Interface](#)

[Difficult Learning](#)

[Inadequate Competitor Analysis](#)

[Limited Features](#)

4

4

3

3

3

Overall Review Sentiment for Klue

Time to Implement

Return on Investment

Ease of Setup

<1 day

>12 months

<6 months

48+ months

0 (Difficult)

10 (Easy)



Klue



Product Information

Reviews

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Features

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Verified User in Computer Software ⓘ

Mid-Market (51-1000 emp.)

Validated Reviewer ✓

Review source: G2 invite on behalf of seller

Incentivized Review

★★★★★ Jan 17, 2025

"Robust and comprehensive CI platform"

What do you like best about Klue?

I particularly like that Klue makes it easy to centralise every piece of information about a particular competitor, with the flexibility to add different types of Boards and different formats of Battlecards to support different audiences. It's easy to see how different products from overarching companies fit together, saving time and keeping the UI easy to navigate for end users.

The support offered by the team is excellent, and they are very committed to making the project a success - both operationally and strategically; our Klue CSM Harry has been very supportive to ensure we are on track.

What do you dislike about Klue?

The UI can be a little frustrating to use as a Curator, particularly for editing content and applying formatting consistently. It would be great to be able to set up card templates, and to add more colours and formats to text. I'd also like to have a more open-ended style format for a battlecard to make it easier to transition content into Klue without needing to lift everything into a specific battlecard format.

It would also be great to let everyone (not just curators) contribute intel directly from the web to Klue - it's something I assumed was the case, and is frustrating to continue being a bottleneck.

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Verified User in Information Technology and Services ⓘ

Mid-Market (51-1000 emp.)

Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

★★★★★ Jan 15, 2025

"Amazing product and after sales support"

What do you like best about Klue?

Klue is a fantastic tool for competitive intelligence and for distributing battlecards and competitive newsletters within the company. I appreciate its user-friendly interface, which makes it easy to navigate and find relevant information quickly. The real-time updates ensure that I always have the latest data on my competitors, helping me stay ahead in the market. The platform's ability to aggregate and analyze data from various sources is impressive, providing comprehensive insights that are crucial for strategic decision-making.

I also need to highlight the effort and resources they provide to customers to ensure they can use the platform successfully. I would highly recommend Klue.

What do you dislike about Klue?

Klue's lanes take a bit getting used to. But I suppose the learning curve is common to any technology that gets adopted by companies.

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Jennifer M.

Product Marketing Manager
Enterprise (> 1000 emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

★★★★★ Jan 06, 2025

"Robust CI + Win/Loss Tool Backed by a Great Team of Experts & Support"

What do you like best about Klue?

I like how Klue is a one-stop-shop for all of our competitors we need to track as well as the repository of win/loss interviews. We have the Gong integration and that was a great way to summarize (using their built-in AI) conversations and quickly copy/paste/summarize those insights into battlecards. I also like the Klue digests (ability to send newsletters) on a cadence to specific internal audiences to update the organization on the latest battlecards, win/loss interview findings, and more.

What do you dislike about Klue?

The interface is a bit too much at times with different views (if you are the admin/curator, you can have several views). Navigating the features and not understanding how best to train others internally and get adoption seemed difficult. The competitor boards have a lot of useful information but I was confused on how to make a battlecard and what that feature hierarchy really was to get to a simple battlecard. Luckily, my customer success rep was always accessible and trained where needed. The team at Klue is top notch.

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Verified User in Computer Software ⓘ

Mid-Market (51-1000 emp.)



Validated Reviewer ✓

Verified Current User ✓

Review source: G2 invite on behalf of seller

Incentivized Review

★★★★★ Dec 30, 2024

"The Best Competitive Intelligence Platform"

What do you like best about Klue?

The platform is very user friendly, making it extremely easy to use and drives adoption and engagement. The Salesforce and Slack integrations are very beneficial. The customer support is fantastic - Klue are experts when it comes to customer success. The built in Klue reports are also a huge win!

What do you dislike about Klue?

The browser extension integrations (Microsoft Edge, Google Chrome, etc.) only allows curators to submit intel directly from web-pages. Extending this capability to all users would be beneficial.

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Validated Reviewer ✓

Review source: G2 invite

Incentivized Review



Oct 31, 2024

"Great product which I use every day as its very practical and their customer service was brilliant"

What do you like best about Klue?

I most like the insights taht I was able to get for marketing and building sales pipelines

What do you dislike about Klue?

I least liked the layout of the system as it took me a little bit of time to get use to

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Helpful?



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Verified User in Telecommunications ⓘ

Enterprise (> 1000 emp.)



...

Validated Reviewer ✓

Review source: Organic Review from User Profile



Oct 01, 2024

"Klue empowering our sales team"

What do you like best about Klue?

Enhances competitive awareness and responsiveness

Provides actionable insights to sales teams

Integrates with existing tools for seamless workflows

Improves win rates and overall sales performance

Automates the gathering and dissemination of competitive data, reducing manual efforts and errors

What do you dislike about Klue?

AI Content creation and web info gathering

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Helpful?



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Verified User in Computer Software ⓘ

Mid-Market (51-1000 emp.)



...

Validated Reviewer ✓

Verified Current User ✓

Review source: Organic



Jul 31, 2024

"Delivers a lot of value for Sales & Marketing and works so well it makes me look great internally =)"

What do you like best about Klue?



Klue



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-Their onboarding process was relatively quick and easy

-Their support importing and setting up all your existing CI content into Klue is amazing! The amount of time it saves having them sort through it, structure it and turn it all into boards and cards is insane. It means I could jump right into doing work in Klue vs. spending all my time building templates and copy/pasting. The value of this really cannot be underestimated. It made me productive on day one vs. weeks of ramp up time.

-Hubspot integration seems basic at first but actually allows a lot of flexibility, much more than Crayon and is actually quite easy to setup yourself.

-"Insights" is incredibly powerful and an underappreciated feature

-UX is simple, the "logic" of how things are setup makes sense

-My Customer success manager is great, regularly checks in with me and is super responsive when I have an issue or question

-They have offices and CSM people in EMEA! Their main competitor did not.

What do you dislike about Klue?

There are no substantial or deal-breaker dislikes, only minor UX things that could be improved, but nothing that kept me from purchasing (or would keep me from purchasing again).

-Content formatting for cards is too basic, unable to highlight and change multiple cells in a table. I wish it were like Gsuite

-Had a scrolling bug in Alerts, which I ultimately fixed myself by finding faulty CSS and reporting it to them.

-Wish the lanes in each board had individual scroll bars

-Hubspot integration via iFrame is more powerful than it seems, but if you open a "Card within a card" you're taken outside to Klue in a new tab, vs. staying in Hubspot.

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Verified User in Computer Software

Mid-Market (51-1000 emp.)

Validated Reviewer

Verified Current User

Review source: G2 invite on behalf of seller

Incentivized Review



Jun 20, 2024

"Great customer support and robust competitive solution"

What do you like best about Klue?

I like how easy it is to set up a competitive program . There are a lot of great features that make sure we have updated information and are able to track results and enable the sales team.

What do you dislike about Klue?

There are a lot of features - it's hard to learn everything when you also have other jobs as a product marketer. Its a great tool for my team, but have had a hard time "selling" it to others outside of PMM.

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Verified User in Computer Software

Enterprise (> 1000 emp.)



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Jun 05, 2024

"Impressive customer service and platform"

What do you like best about Klue?

The people at Klue are simply the best. Professional, prompt, smart, and attentive. I love having all my competitive data in one place. The insights the platform generates are powerful and extremely user friendly. We recently switched to Klue for our win/loss program and have been very happy with that choice.

What do you dislike about Klue?

My one and only complaint is that our reports from our previous win/loss provider are not yet able to be tagged into the system for insight generation. I know this is on the roadmap, but would love to see it put in place asap!

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Verified User in Computer Software

Enterprise (> 1000 emp.)

Validated Reviewer

Verified Current User

Review source: G2 invite on behalf of seller

Incentivized Review



May 28, 2024

"Nice tool for the competitive analysis"

What do you like best about Klue?

the possibility to find all the answers to the questions related to cometition, insight, and how to manage objections

What do you dislike about Klue?

it is not that easy for a mobile usage (but probably mainly due to my lack of knowledge of the tool)

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Sales Enablement

Competitive Intelligence

Market Intelligence

Website Change Monitoring

Sales Enablement

Market Intelligence

Competitive Intelligence

Website Change Monitoring

Klue Comparisons



Klue



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Klue

VS

 Kompyte.

Kompyte



Klue

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Top Rated Klue Alternatives



Crayon

★★★★★ (381)

4.6 out of 5



Kompyte

★★★★★ (102)

4.3 out of 5



Semrush

★★★★★ (2,365)

4.5 out of 5

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