

Competitive Intelligence Sources

Free and Paid



An effective Competitive Intelligence team **has the right tools to collect, curate, and consume data.**

Sales reps win more deals when they understand what their competitors are doing. Check out these paid and free CI resources.

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SEO, Web Traffic & Social Media Monitoring Tools

Monitoring web traffic matters - especially your competitors! Here are some tools and resources to supplement your current CI resources.

Social Media Monitoring

[Social Searcher](#)
[TalkWalker](#)
[Searchmetrics](#)
[Sprout Social](#)
[Phlanx](#)
[Social Mention](#)
[Rival IQ](#)

Web Traffic & Advertising

[Alexa](#)
[Ahrefs](#)
[SimilarWeb](#)
[Quantcast](#)
[MOAT](#)
[iSpionage](#)
[Whatrunswhere](#)

SEO & Keyword Tools

[Google Analytics](#)
[MozBar](#)
[Majestic](#)
[SEMRush](#)
[Open Link Profiler](#)
[KeyCompete](#)
[DeepCrawl](#)



Information Sources, Data Aggregators & Analyst Reporting Tool

Dig deeper into competitive data with any of the following information, aggregator, and reporting tools.

Information Sources

[TechCrunch](#)
[Harvard Business Review](#)
[Forbes](#)
[Fortune](#)
[Business Insider](#)
[Feedly](#)

Data Aggregators

[Owler](#)
[VB Profiles](#)
[Craft](#)
[Merchant Maverick](#)
[Toddington](#)
[Crunchbase](#)

Analyst Reports

[Forrester](#)
[Gartner](#)
[IDC](#)
[Altimeter Group](#)
[Info Tech](#)
[451 Research](#)



Price Monitoring, Website Changes & Reviews/Intel

Interested in E-commerce? Make sure you are monitoring what matters - like price, website changes, and reviews.

Price Monitoring

[Prisync](#)
[Price2Spy](#)
[BlueBoard.io](#)
[Numerator](#)
[Competitor Monitor](#)
[Pricefy.io](#)

Website Changes

[Wachete](#)
[Digimind Intelligence](#)
[Visual Ping](#)
[ChangeTower](#)
[Versionista](#)
[Trackly](#)

Reviews/Intel

[Quora](#)
[Open Corporates](#)
[G2 Crowd](#)
[Glassdoor](#)
[TrustRadius](#)
[Gartner Peer Insights](#)
[Get App](#)
[Capterra](#)



Legal, Social Platforms & Other Helpful Tools

Last but not least check out these legal, and social platforms to gain further insight on your competition.

Legal

[Fresh Patents](#)
[Patents.Justia](#)
[SEC](#)

Social Platforms

[Twitter](#)
[LinkedIn](#)
[Facebook](#)
[YouTube](#)

Other Tools

[Moat](#)
[Backlinkwatch](#)
[Open.BlockSpring](#)

**Tip: look for product feedback, complaints, and other negative reviews in social platforms.*



[Click here](#) for more resources.

