

Custom Rival lists

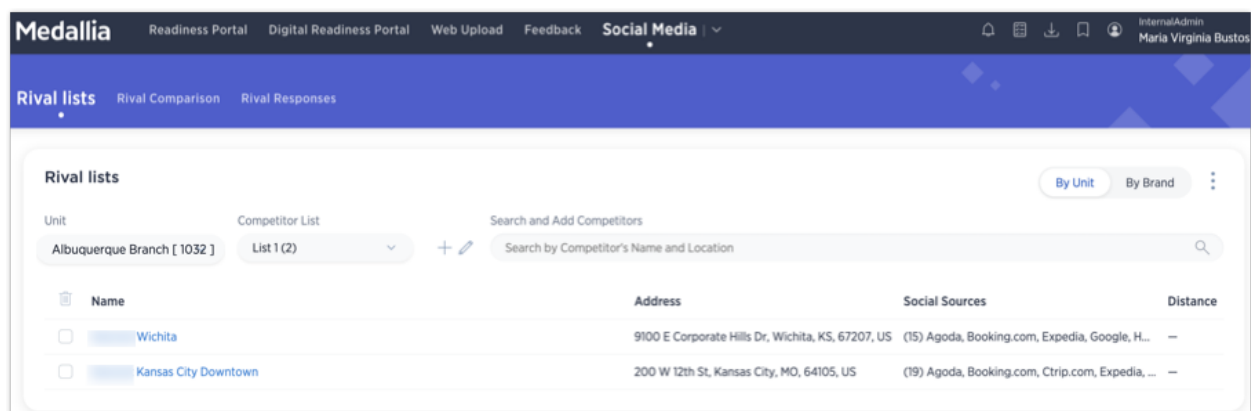
Custom Rival lists, or *Custom Competitor lists*, are a custom type of [Rival list](#) that manages rivals to compare against the right competitors and capture key feedback when monitoring social sources.

Custom Rival lists are made up of *rivals* (or *competitors*), which are locations that exist in Google that you can search and add when creating **Custom Rival lists by Unit**, or brands that exist in the Social Media server that can be used to compare with at a [Category](#) level when creating **Custom Rivals list by Brand**.

By selecting a Unit or Brand, you can:

- Create different Custom Rival lists to group rivals connected to the same unit or category.
- Search, find, and add new rivals, no matter the industry they belong to.
- Modify and remove rivals.

Social Feedback automatically obtains the rival location information and social sources URLs, and updates any changes on their names or addresses. All reviews for rival information collected from each of the different social sources are shown on [Rival reports](#). Each rival report can contain information from one or more [Rival lists](#), which are configured in Admin Suite Reports.



The screenshot displays the Medallia Social Media interface. The top navigation bar includes links for Readiness Portal, Digital Readiness Portal, Web Upload, Feedback, and Social Media. The user is logged in as InternalAdmin Maria Virginia Bustos. The main section is titled 'Rival lists' and includes a sub-header with 'Rival Comparison' and 'Rival Responses'. Below this, there are tabs for 'By Unit' and 'By Brand'. The 'By Unit' tab is selected, showing a list of rivals for the 'Albuquerque Branch [1032]'. The list has a 'Competitor List' dropdown set to 'List 1 (2)'. A search bar is available with the placeholder 'Search by Competitor's Name and Location'. The table below lists two rivals:

Name	Address	Social Sources	Distance
<input type="checkbox"/> Wichita	9100 E Corporate Hills Dr, Wichita, KS, 67207, US	(15) Agoda, Booking.com, Expedia, Google, H...	—
<input type="checkbox"/> Kansas City Downtown	200 W 12th St, Kansas City, MO, 64105, US	(19) Agoda, Booking.com, Ctrip.com, Expedia, ...	—

Tip: If any location also has [STR Rival lists](#) and [Nearby Rivals lists](#) enabled, those lists automatically appear under **Competitor lists**.

Creating Custom Rival lists

There are two ways of creating Custom rival lists:

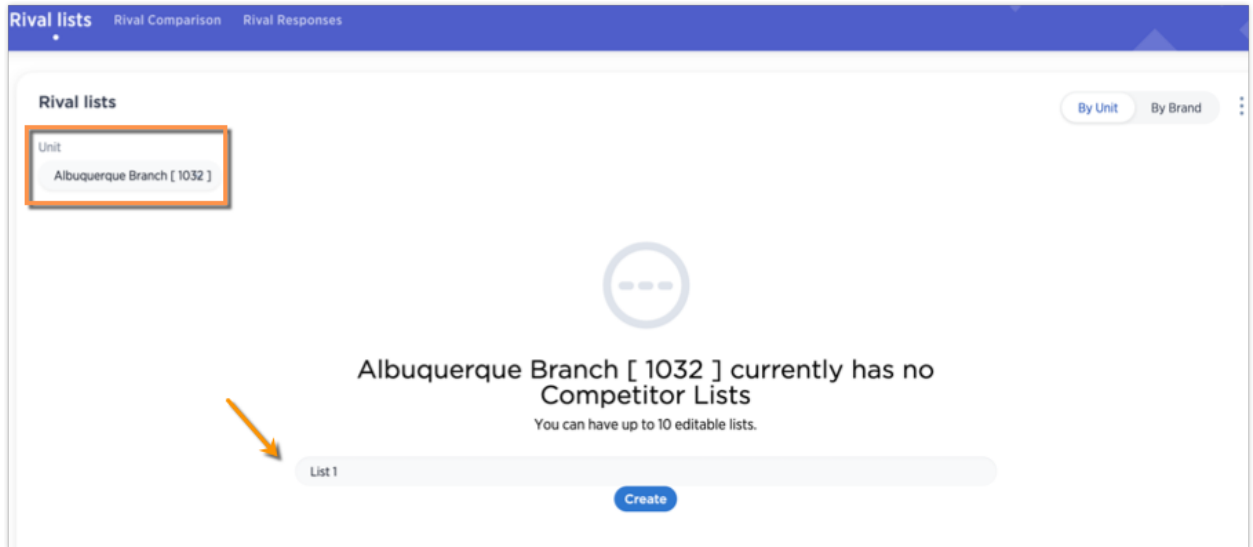
- **By Unit** — This associates each rival with the selected Unit. Rivals are locations that appear in Google and need to be added individually.
- **By Brand** — This associates each rival to a [category](#), which must be set in the [Unit group](#) to work properly. Brands are stored in the Social Media server and requires configuring them in the [Social Feedback screen](#).

Toggle between BY UNIT and BY BRAND button to see both types of Custom rival lists.

Creating a Custom Rival list by Unit

1. Select the report tab that contains the Custom Rival lists — such as **Social Media**.

2. Click on the report subtab, such as **Rival Lists**, and select the unit you want to create the Rival list for, for example *Albuquerque Branch*.



3. Give the list a name and click **CREATE**.
 4. To look for rivals, enter the name of the rival brand you would like to add in the search bar and click **+ ADD** to add them to the list..
- Note that the rival distance is shown either in miles or kilometers depending on how the unit is configured.



Important: Medallia Social Feedback leverages Google Places API to return results that match what you entered in, therefore the rival location must be listed in [Google Places](#) to add it to the rival list. If the search does not return accurate results, refine it by adding more location details.

5. To create another Rival list, click **+** Add next to the existing Rival list name. Give it a name and click **SAVE**. Follow the steps above to add new Rivals to the

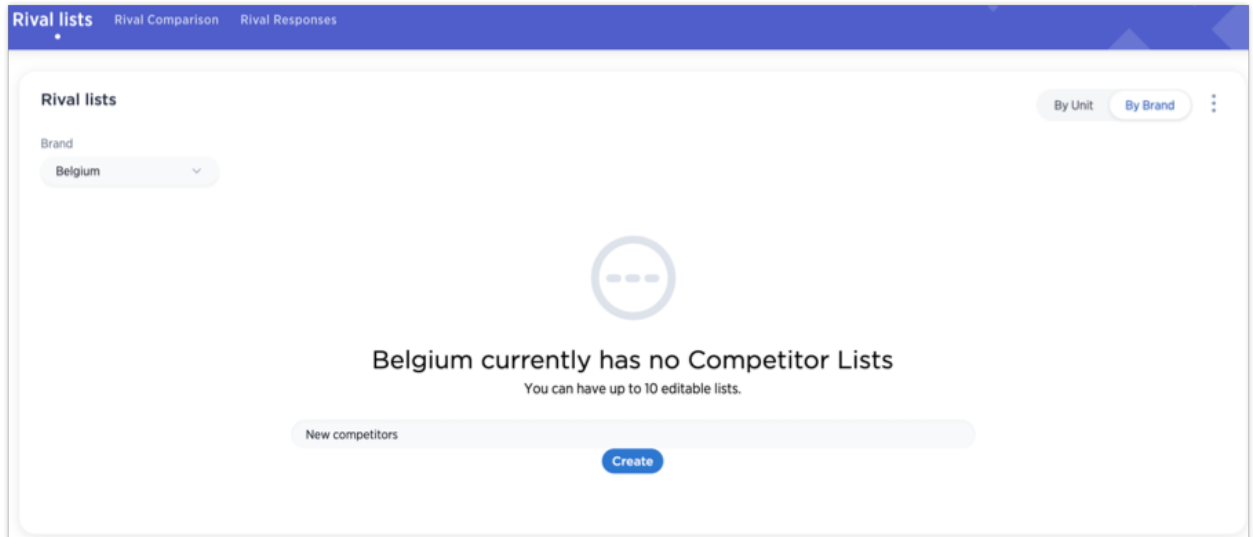
new list.

The screenshot shows a web interface for managing rival lists. At the top, there's a section titled "Rival lists". Below this, there are two main fields: "Unit" and "Competitor List". The "Unit" field contains the text "Albuquerque Branch [1032]". The "Competitor List" field contains a dropdown menu showing "List 1 (2)" with a downward arrow. To the right of these fields are two icons: a plus sign and a pencil. Below the "Competitor List" field, a modal dialog is open. The modal has a title "Add New Competitor List". Inside the modal, there's a label "New competitors" followed by a horizontal line for input. At the bottom of the modal, there are two buttons: "Cancel" and "Save".

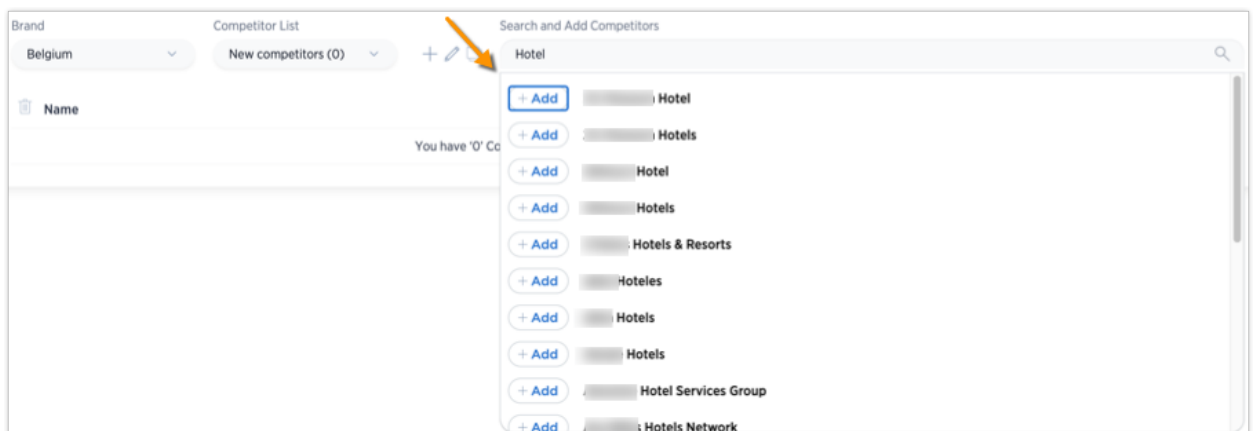
Creating a Custom Rival list by Brand

1. Navigate to the [Social Feedback](#) screen and verify there is a value selected for the **Brand** property.
2. Under the **Parent Brand Unit Groups** property, select a [category](#) (for example, *Country*). The Unit groups that descend from that category are those appearing under **Brand** when creating a Custom Rival list on the Rival lists dashboard module.
3. Optionally, under the **Sub-Brands Unit group** property, select the sub-category to appear under **Brand** together with the **Parent Brand Unit Groups** values.
4. Navigate to Select the report tab that contains Custom Rival lists — such as **Social Media**.

- Click on the report subtab, such as **Rival lists**, and select the brand you want to create the Rival list for, for example *Belgium*.



- Give the list a name and click **CREATE**.
- To look for rivals, enter the name of the rival brand you would like to add in the search bar and click **+ ADD** to add them to the list. If the rival brand is not available or has no reviews, contact [Medallia Support](#) with all the details about the rival brand to add.



- To create another Rival list, click **+ Add** next to the existing Rival list name. Give it a name and click **SAVE**. Follow the steps above to add a new Rival brand to the new list.

Restriction: You can create up to 10 Custom Rival lists.

Managing Custom Rival lists

You can manage Custom Rival lists as follows:

Rival details

Click on the Rival name to reveal the rival details, such as its name, address and [social source](#) URL. Rivals sources depend on both:

- The social sources active for the chosen unit or brand, and
- If reviews exist for the rival in those sources.

For example, the following image shows a rival list for a hotel unit that includes sources such as Orbitz, Google, Travelocity, etc. as those are the active sources that unit has.


Competitor's Detail

Name


Inn San Mateo

Address


San Mateo, CA, 94404, US




https://www.orbitz.com/-




https://maps.google.com/




http://www.travelocity.com/




https://www.agoda.com/




http://www.priceline.com/hotel/




http://www.booking.com/hotel/us/




http://www.laterooms.com/en/hotel-reviews/



http://www.tripadvisor.com/




http://www.wotif.com/




http://www.dianping.com/shop/

Close

Editing and removing Rival lists

To edit the Rival list name, click  Edit and enter a new name from the list. To remove a rival list, click DELETE.

Removing rivals

To remove a rival from a list, select the rival and click  Delete.