



klue

Competitive intelligence that wins business.

Competitive intelligence effortlessly collected, curated, and delivered to the people who need it.

COMPETITOR TRACKING

Too many companies, too much info, too much change. How do you keep track?

With Klue, you connect and centralize both internal insights and information on the Web including:

- Internal systems where co-workers share across email, Slack, chat, and CRM.
- Our Kluebot scours millions of sources a day looking for competitive intel.
- Website monitoring for key changes, like pricing or positioning updates.

WHAT OUR CUSTOMERS THINK

"We've gone from covering 12 companies to 54 with the same team. Klue enables us to cover more competitors and go deep on the ones that matter."

DELLEMC

- Jay Nakagawa - Director, Competitive Intelligence

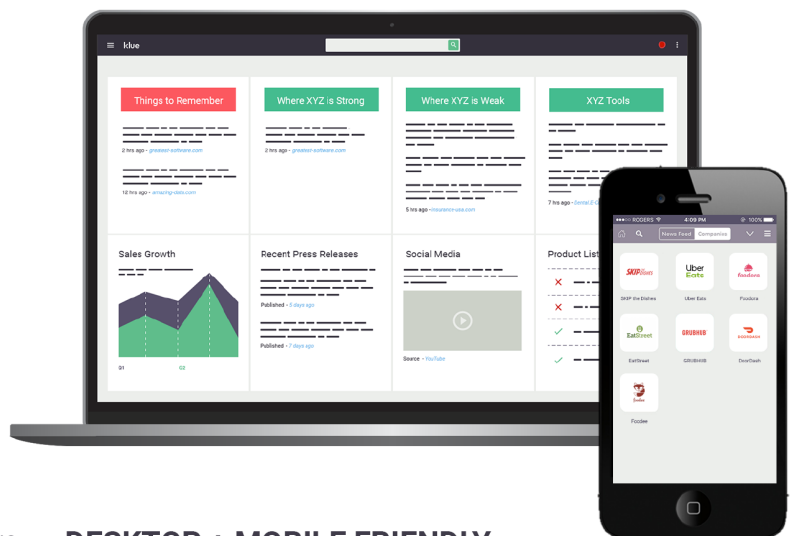
"With Klue, our account teams leverage the intel they need to compete everyday. They love having easy access to web and mobile playbooks that are fresh, up-to-date, and full of digestible information they can actually use to win deals."

Adaptive Insights

- Michael Schmitt - Chief Marketing Officer

FEATURE HIGHLIGHTS

- Deliver "living" boards and battlecards.
- Centralized, organized competitive profiles.
- Filtered feed of relevant news by competitor or industry.
- Weekly email digests highlighting important news.
- Team collaboration, curation, and intel discovered.
- Access via mobile app, web, email, Slack, or SFDC.
- Searchability across all content.



DESKTOP + MOBILE FRIENDLY

- Klue is accessible on both desktop and mobile. So your team is never more than a click away from fresh competitive intel, positioning tactics, and pricing updates.

Learn how Klue's distribution channels increase efficiency within your teams.

ALWAYS UP TO DATE

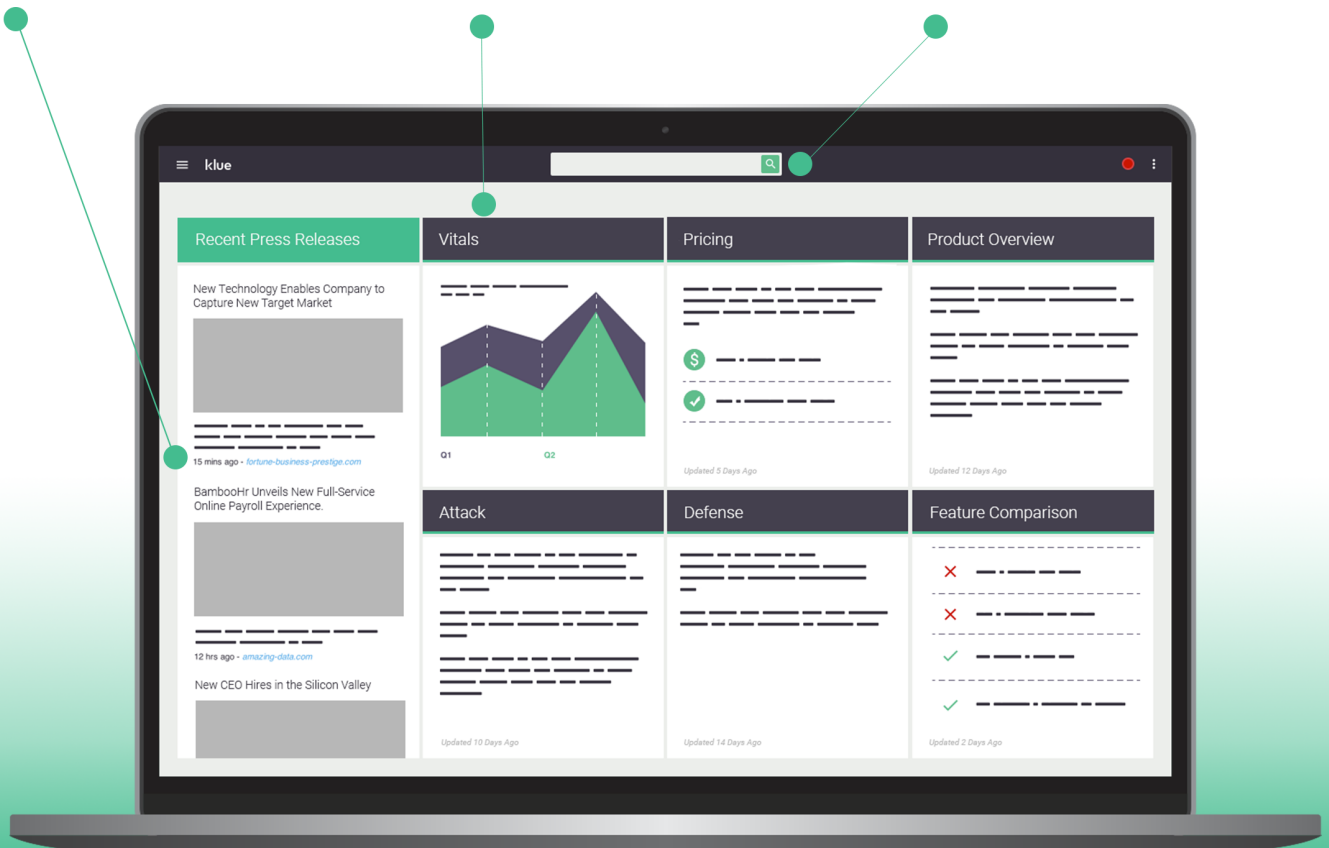
With Klue, your competitive intel becomes a living document, with version updates, and new data collected continuously, ensuring your intel is fresh and relevant.

AHEAD OF COMPETITION

Be aware of what's important. Klue monitors relevant news, teammates save important pages, and curators summarize intel to distribute internally.

EASILY SEARCHABLE

Let your sales reps find what they need, exactly when they need it. Klue's search functionally lets you easily find and compare competitor info.



DEAD SIMPLE DISTRIBUTION

Make sure the content you create gets into the right hands of the right people. Share battlecards, profiles and digests via email, mobile, Slack, SFDC and Klue.



COLLABORATIVE NATURE

Want to hear what your internal team or sales reps have to say? Klue's collaborative platform lets users leave comments, provide feedback, and request revisions to battlecards. (It's what's on the inside that matters most)



CUSTOMER SERVICES TEAM

New to competitive intelligence and need help setting up your program? Our CS is happy to provide battlecard templates, industry best practices, and facilitate a discussion to isolate where they can help the most.