

AlignAlytics



Value Through Data

Are You Really Keeping Up With Your Competitors?

10 Ways Competitor Insight can transform your commercial performance



www.align-alytics.com



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Your competitors are revealing more than you think. From pricing strategies and new product launches to evolving promotional tactics, valuable intelligence is hiding in plain sight—on their websites. But most businesses aren't looking closely enough, or worse, aren't acting on what they see.

While ad hoc web browsing or spreadsheet reports may feel like "keeping tabs," they typically capture less than 2% of the available picture—meaning you're likely missing key shifts that could inform pricing, marketing, and product strategies.

That's where **Competitor Insight** comes in.

By continuously tracking and analyzing your peers' online activity—from portfolio changes and pricing shifts to tour dates and booking windows—we equip your teams with the clarity and confidence to make sharper, faster, and more strategic commercial decisions.

1. **Competitive Pricing Changes.** Identifying competitor price fluctuations on a day-to-day or week-to-week basis provides an indication of customer demand.
2. **Portfolio Insight.** Understand changes to competitor product offerings is a crucial insight. This may include destinations, packages, seasonal trends (tours) or upgrades to accommodation & date flexibility (parks).
3. **Competitive Pricing Strategy.** Regular competitor price capture offers a picture of competitors' price strategy: revenue managed, volatile, static or random!
4. **Break or tour dates.** Identifying tour and break dates may enable you to identify seasonal gaps or where competitors are encroaching on your dates. Some Holiday Parks, now operate over Christmas & NY.
5. **Promotion Monitoring.** Identifying which competitors are promoting and under what format (early discount, free items etc) is an indication of demand patterns.
6. **Longer booking window.** More businesses are offering longer booking windows 18 months (Parks), 30 months (Tours) and 36 months (Cruise).
7. **Ancillary charges.** The ancillaries often generate superior profit, so understanding how supplements and add-ons are treated is powerful.
8. **Intelligent Automation.** For example, our matching algorithms enable clients to identify automatically the closest competitor equivalents to enable comparison of the most like-for-like products.
9. **Efficient and effective use of resources.** Manual web trawling is a low quality, low value add activity. Consistently getting the right information will improve decision making and performance.
10. **Website Quality Assurance.** No one ever checks their own website! Invariably we find significant errors on pricing and product information on clients' websites.

About Us

- UK-based, but with global expertise
- Deliver Value through Data
- Specialist in Travel & Leisure
- FT Recognition as experts in Big Data & Analytics

FT FINANCIAL
TIMES

AlignAlytics 

**UK'S LEADING
MANAGEMENT
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2022 | 2023 | 2024
2025