

# Competitor Insight: how can you exploit the information that your competitors are sharing publicly in an effective manner

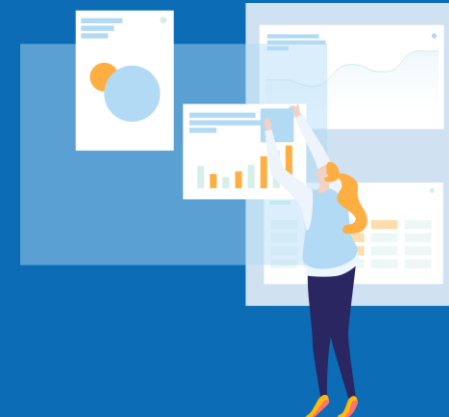


*Harvest 50 +  
websites in travel  
& leisure*

*Product decisions  
made in days,  
not months*

*2 % pts (est)  
increase in  
margin*

*2 Tb of data  
captured and  
available*



## Background

- Our client is one of the largest Tour Operators in UK, with a variety of cruises and escorted tours operating globally
- The business was moving away from phone and brochure orders to website, so needed to truly understand the wider competitor set.
- Hitherto competitor analysis had been ad hoc samples of data that were not collated or shared effectively across the organization

## The Challenge – who is my competition? And how we cracked it!

- You need to get granular to be able understand your competition, but with 100's of competitors offering diverse tours and cruises how do you know who is doing what?
- The solution combined our ability to scour websites for data, our business acumen and our capability to create big data algorithms to score all tours in a 'similarity index'. Armed with this, our client was able to understand what was competing with each and every product and better understand why they were under/over-performing.

## Where do the insights make a difference?

### It is cross-functional

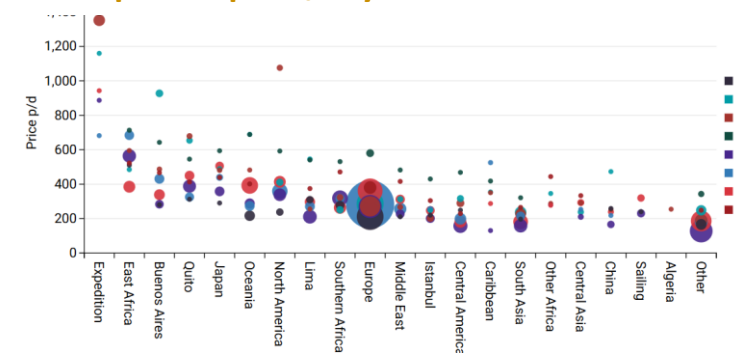
- Pricing and Yield.** Monitoring competitor activity in the areas of pricing and availability is crucial to commercial success in travel and leisure. We provided detail on launch prices, overall pricing strategy (random, flat, yielding etc), pricing of extra/ancillaries and competitor tour availability.
- Marketing and Promotions.** Tracking promotion strategies, values and timelines. We could provide insight into promotion / discount activity across the booking window from launch discounts through to late discounts. We could also infer where competitors were cancelling tour dates under the guise of 'sold out'.
- Product Development.** Developing and maintain products which are competitive in price, quality and availability by understanding competitor products and positioning. We provided deep insights into new products and dates, treatment of supplements, extensions and excursions, as well as bundling or disaggregating products.
- Executives.** Leadership teams invariably want to know what the competition is doing. Having this enormous insight repository enables the Executive to strategize and develop the business confident in the knowledge of the additional competitor insights that they are privy to.

## The results journey

- Margin enhancement.** 2% pts from pricing and tour launch / cancellation decisions
- Efficiency.** Several departments were conducting ad hoc web searches. Automation means they work on value-add decisions
- QA of your Business.** We found significant discrepancies in the client's website, with tours and supplements missing or mis-priced, that was worth £2-3m revenue.

*"AlignAlytics delivers an amazing platform, offering us the ability to gain invaluable competitor insight as well as an in depth view of our performance. However the real added value is that of the team, they're always on hand to help with queries and develop the system further to suit our changing needs."* JC, Head of Revenue Management

## Competitor price/day across markets



#valuethroughdata