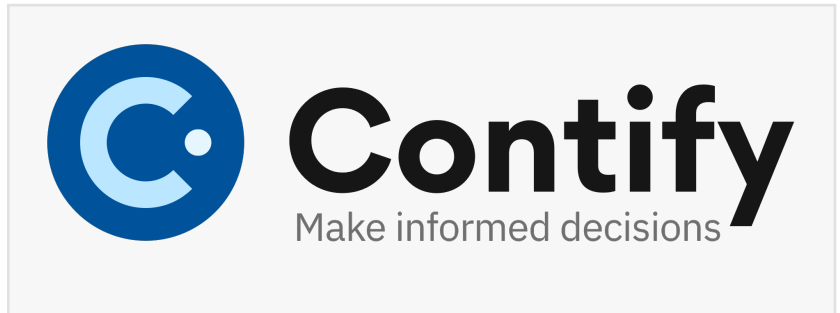


# Contify Releases Benchmark Report on Generation and Usage of Competitive Intelligence (CI) Among B2B Marketers

*The report contains key insights along with detailed graphs for visual representation, aimed at a deeper understanding of CI trends for the B2B marketers.*



WILLISTON, VERMONT, USA,  
September 22, 2021 /

EINPresswire.com/ -- Contify, the one-stop [market and competitive platform](#), released a comprehensive benchmark report for B2B marketers. The report represents the views of B2B marketers in leadership or management roles in their respective organizations, with special focus on how CI analysis can help in improving their marketing efforts.

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*Mohit Bhakuni, CEO and  
Founder*

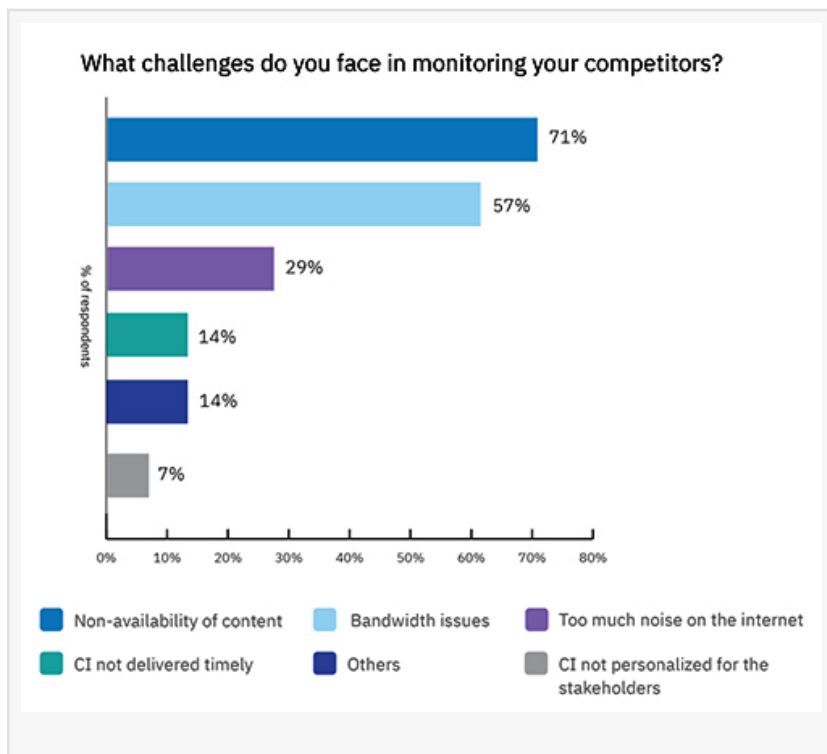
The respondents include key decision-makers or influencers in their organization, across different functions and teams such as product, marketing, product marketing, strategy and development, market research, and sales, who seek to use CI as a tool to formulate a go-to market strategy.

The data for this report was collected via a survey that was conducted between March and April 2021. The objective of

this report is to help B2B marketers understand the opinions of their peers regarding the usage of competitive intelligence in B2B marketing, and chart out their competitive intelligence strategies with informed confidence.

An excerpt from the report detailing the key takeaway, suggests that - “Non-availability of content in the public domain (71%) and the lack of bandwidth in internal teams (57%) are viewed as the most common challenges while monitoring competitors, followed by too much noise on the internet (29%). To counter these challenges, a CI platform can come handy by sharing valuable information in an easily digestible and presentable format on a regular basis.”

According to Contify's CEO and Founder, Mohit Bhakuni - "B2B marketing is a time-intensive and expensive endeavour which - if executed without actionable intel - can become an extremely inefficient process. The role of B2B marketers has evolved from simply creating awareness and passing leads to sales. Organizations these days rely on their respective marketing functions to stay on top of, and ahead of, their competition. Marketing, product marketing, and sales teams spend hours of manual effort every day collating information on competitors and key target accounts, identifying relevant industry news, and building battle cards to gain a competitive advantage. Contify minimizes this manual effort by serving competitive intelligence on a platter, and presenting an accurate picture of the competitive landscape. Thus, empowering B2B marketers to build an informed tactical & strategic marketing plan.



You can read the [benchmark report for B2B marketers here](#).

Contify caters to the unique market and competitive intelligence requirements of businesses across industries such as manufacturing, automotive, banks, insurance, consulting, market research firms, Saas-based companies, technology, and pharma companies.

### About Contify

Contify offers a Market and Competitive Intelligence solution that tracks information on competitors, customers, and industry segments. It enables users to collect, curate, and share information across the organization. Intelligent (actionable) information is mined by searching and analyzing information from over 200,000 online sources including news, company websites, social media, reviews, discussion forums, job postings, regulatory portals, and more.

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