

# Primary Intelligence & Crayon Launch First Ever Technical Integration Combining Win-Loss Data & Competitive Intelligence

*Primary Intelligence and Crayon announced an integration that*

*seamlessly embeds valuable win-loss insights directly into competitive intelligence deliverables.*

DRAPER, UT, UNITED STATES, January 24, 2023 /EINPresswire.com/ -- Primary Intelligence, the



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*Chris Pope, VP of Strategy,  
Crayon*

leader in win-loss analysis, and Crayon, the premier competitive intelligence platform, today announced a first of its kind integration that seamlessly embeds valuable win-loss insights directly into competitive intelligence deliverables. With this integration, revenue teams can instantly view the competitive intel and win/loss insights they need to win more deals.

In today's competitive climate, competitive intelligence and win-loss analysis are essential for B2B companies looking to increase win rates. While win-loss interviews and

surveys with buyers are filled with critical competitive insights, getting these insights updated into competitive intelligence deliverables, such as battlecards, has traditionally been a slow, manual process — until now.

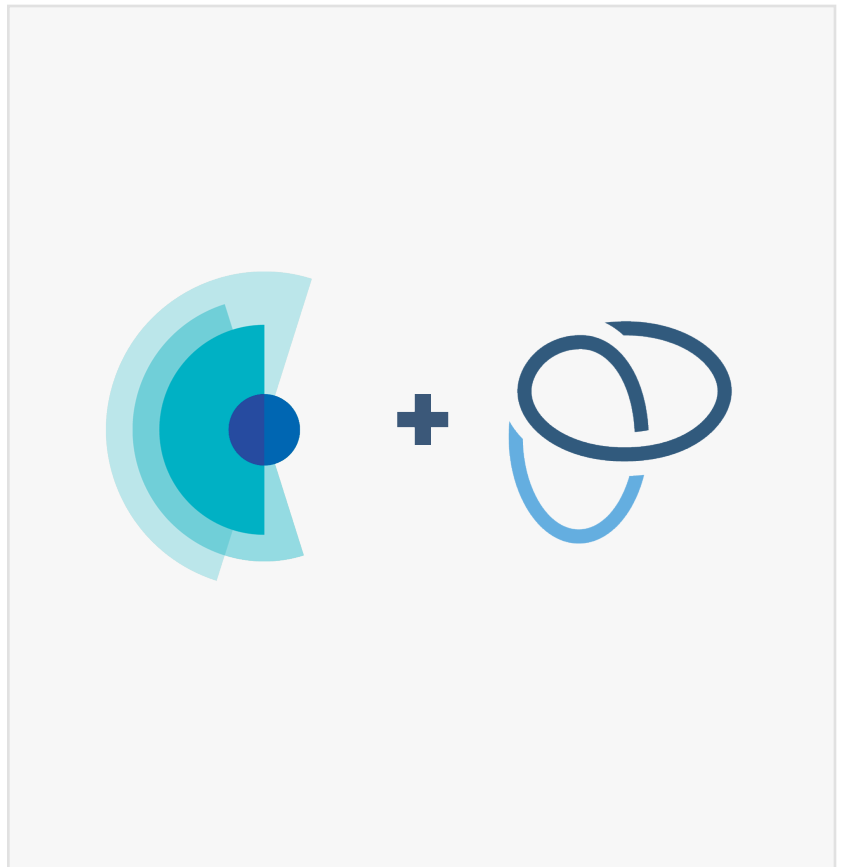
The integration allows Primary Intelligence and Crayon customers to combine the insights gleaned from Crayon with win-loss analysis data from Primary Intelligence to help teams better understand their competitors. Primary Intelligence's platform, TruVoice, collects, compiles, and analyzes buyer feedback from closed competitive deals. This buyer feedback can now be automatically delivered into Crayon's platform — accessible through Crayon's battlecards, newsletters, and dashboards. With more depth, context and insight from the buyer's perspective, revenue teams have the competitive advantage they need to close deals faster.

"The integration between Primary Intelligence and Crayon – two well-established brands in competitive intelligence – gives our internal stakeholders the flexibility to bring the rich competitive intelligence we capture from our buyers in TruVoice into Crayon, allowing our sellers to compete more effectively and increase win rates." – Carolyn Klinger, Director, Market

## Intelligence, Affinity

“Today, every deal is a competitive deal. Through our 20+ years of win-loss analysis, we’ve seen the impact competitive intelligence has on win rate. If you can provide your reps with that insight and help them have confidence when selling against competitors, it makes all the difference. This integration is going to be game-changing for our mutual customers.” – Nick Siddoway, President, Primary Intelligence

“Competitive intelligence professionals and product marketers have historically struggled to include critical win-loss insights within the competitive assets their revenue team’s use every day to win more business. Due to this unique integration, our mutual customers will now be able to solve this problem in an automated way for the very first time.” – Chris Pope, VP of Strategy, Crayon



For more information on this integration or how you can improve competitive win rate, visit [www.primary-intel.com/crayon-integration/](http://www.primary-intel.com/crayon-integration/)

## About Primary Intelligence

Primary Intelligence is the leader in win-loss analysis, helping hundreds of B2B businesses uncover their unique path to winning more. Through our proprietary platform, TruVoice, we collect and analyze high volumes of buyer feedback from sales opportunities to discover depth, insight, and truth. We’ve made win-loss effortless for our customers through the best methodologies, technology, and service in the industry. Learn more at [www.primary-intel.com](http://www.primary-intel.com)

## About Crayon

Crayon is the competitive intelligence backbone that enables mid-market and enterprise businesses to see and seize opportunities and create sustainable advantages in their markets. Hundreds of organizations such as Airtable, Mastercard, Rapid7, Microsoft and more use Crayon to capture insights that can be easily accessed and acted on to drive measurable and meaningful

impact. Learn more at [www.crayon.com](http://www.crayon.com)

Jonnie Anderson

Primary Intelligence

marketing@primary-intel.com

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