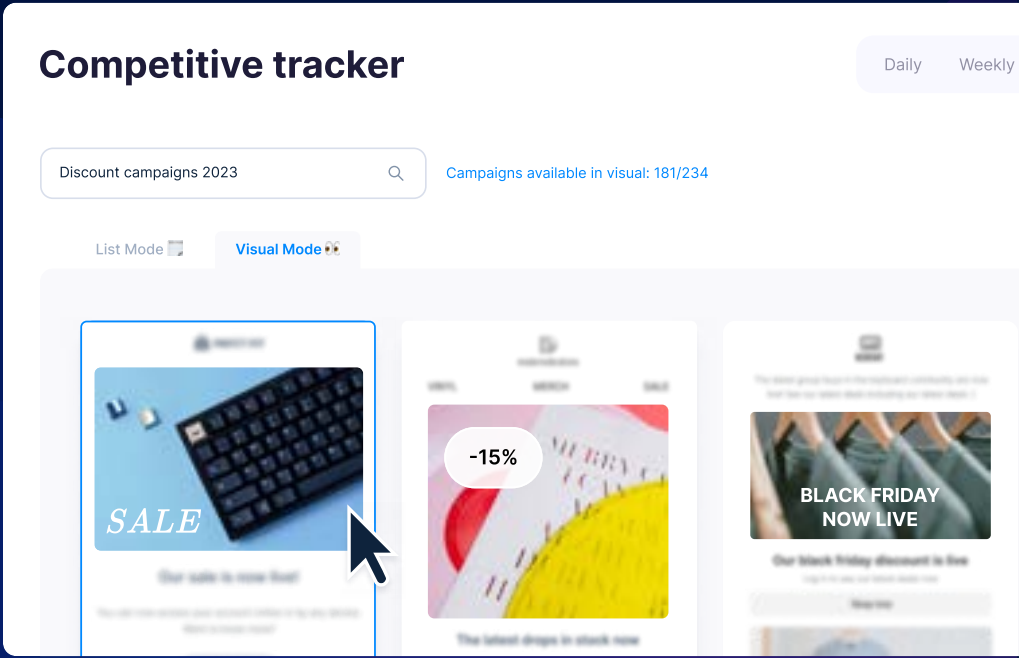


# Benchmark Email Campaign Performance to Beat Competition in the Inbox

MessageBird’s Competitive Tracker for Salesforce Marketing Cloud is the most comprehensive and accurate competitive email marketing intelligence tool in the market. Monitor email performance, and your competitors' too, under a single login.



## What differentiates Competitive Tracker?

The only competitive email marketing intelligence tool that actively tracks millions of domains across 200,000 brands in 100+ industries.

- **Benchmark performance against key competitors** with visibility into their email campaigns.
- **Gain deep insight into competitors email journeys** including frequency, tone, and successful strategies.
- **Plan ahead for seasonality** or follow market changes to compete in the inbox.
- **Identify areas of improvement** by comparing your email performance against rival brands to see what is working for them.

## Capabilities



### Journey Mapping

Gain insights into five different consumer journeys, highlighting how competitors structure campaigns & how they perform with recipients.



### Brand Compare

Benchmark your audience, activity, and best/worst performance against other brand’s email campaigns.



### Advanced Search

Quickly filter through billions of emails to find actionable insights you can leverage in your campaigns.



### Brand Tracker

Easily assess a competitor in a single view to see domain performance and email campaigns that help you find strategies and themes resulting in high engagement.



### Overlap Analysis

Easily assess a competitor to see their domain and campaign performance so you can develop strategies to boost your engagement.

“That Brand Compare feature is the greatest thing since sliced bread. This is the first time I’ve had an opportunity to use it for a client project and it is Fantastic!”

-Salesforce

salesforce