Rivalitics Walkthrough

Rivalitics is a platform that helps you turn your competitors' unhappy customers into yours. It ingests your competitors review from G2 (more platforms coming soon) and gets you the contact info (linkedin, email, phone) of frustrated customers so you can reach out to them with a better solution.

It also helps perform gap analysis, sentiment analysis, visualize demographic and firmographic details, generate cold outreach, and create an ideal customer profile (ICP).

Video Demo

Click here to view an 8 minute video guide to Rivalitics. Includes roughly the same information as this document

Website Links

- Home Page
- Pricing Page
- Interactive Demo - See exactly what you will get from our platform
- Register Page (FREE 600 Credits)

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- Generating Cold Outreach
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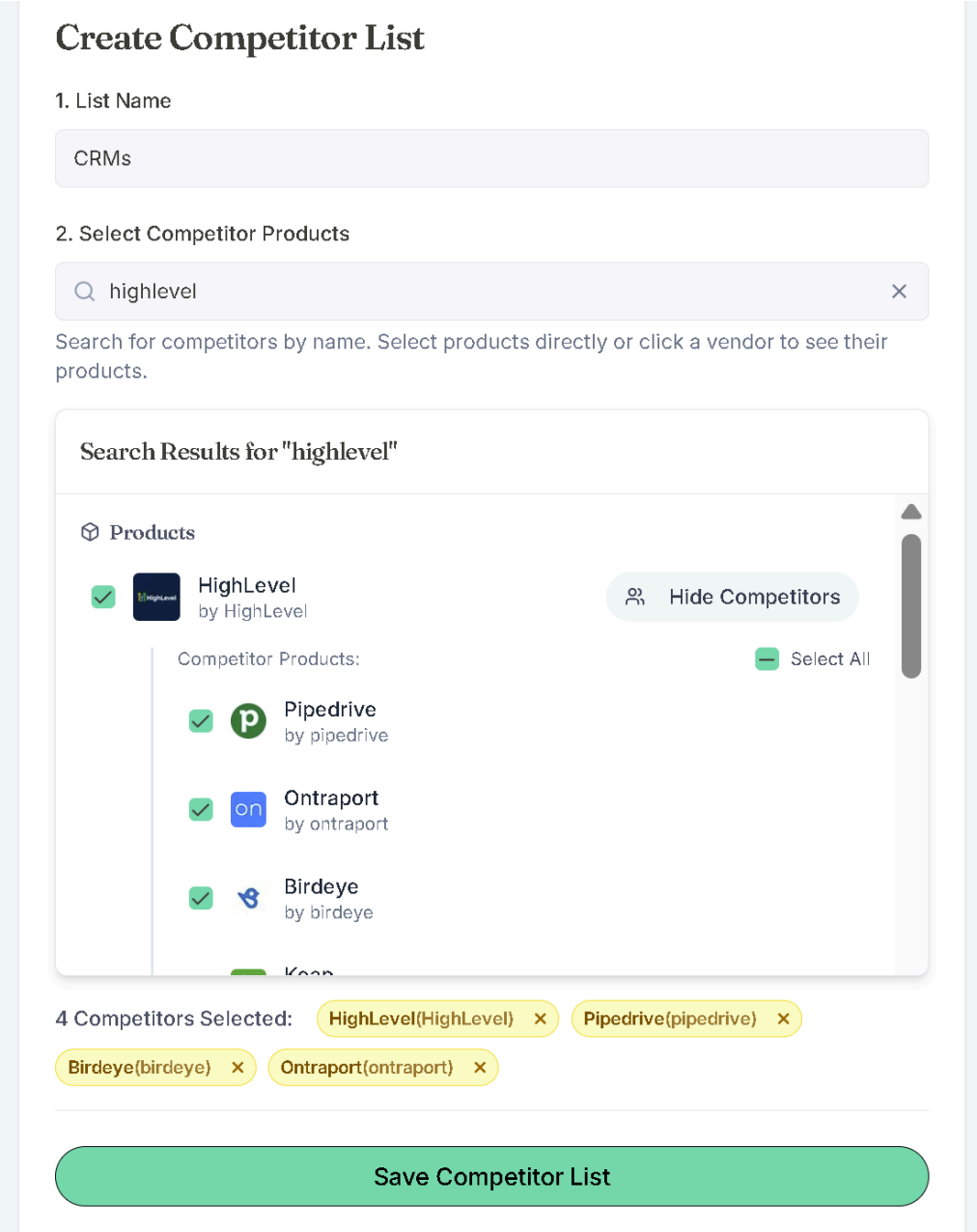
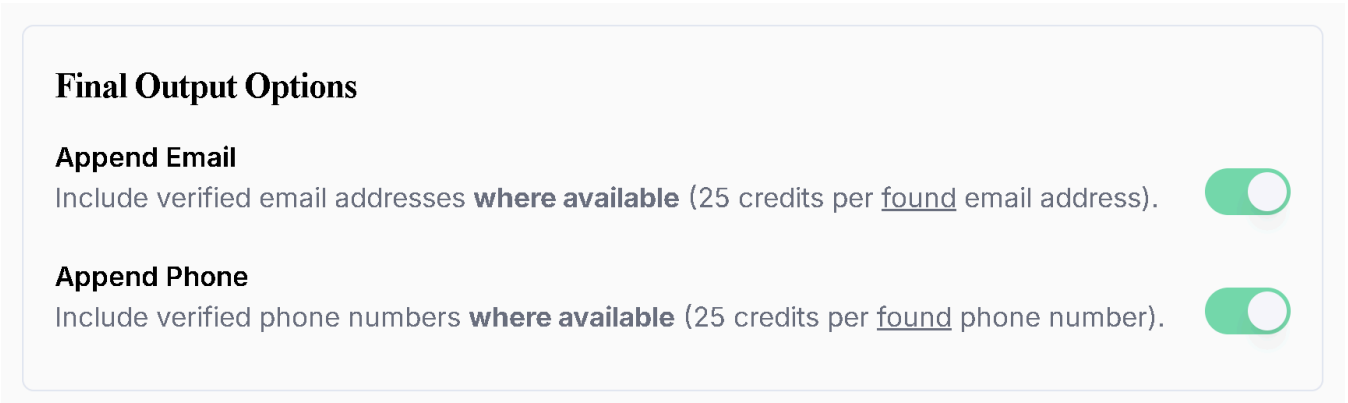
—Getting Started—

- **Step 1 - Create Competitor List**



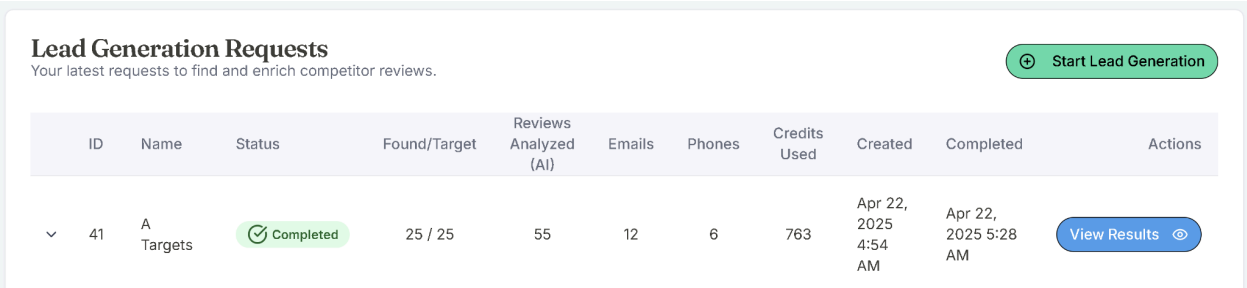
- **Step 2 - Configure Lead Generation**
  - Choose what start counts you want
  - Choose the competitor list
  - Create an AI filter prompt so you only get highly qualified leads

- **Step 3 - Choose What Contact Info You Want**
  - Getting emails/phones incurs an extra cost. Choose which you want. Only pay for what you get

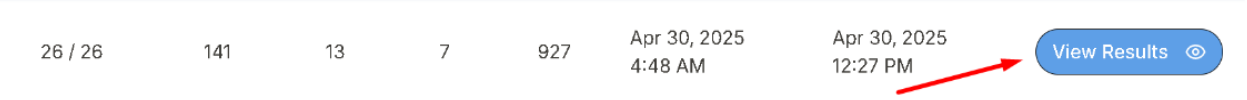


Step 4 - Wait For Job To Complete

- The jobs can take anywhere from a few minutes depending on size and specificity of AI prompt
- Once complete, you will able to see some aggregated metrics related to results and costs



Step 5 - View Results



—Results Page—

The results page has two views, a table view and analytics view

Table View

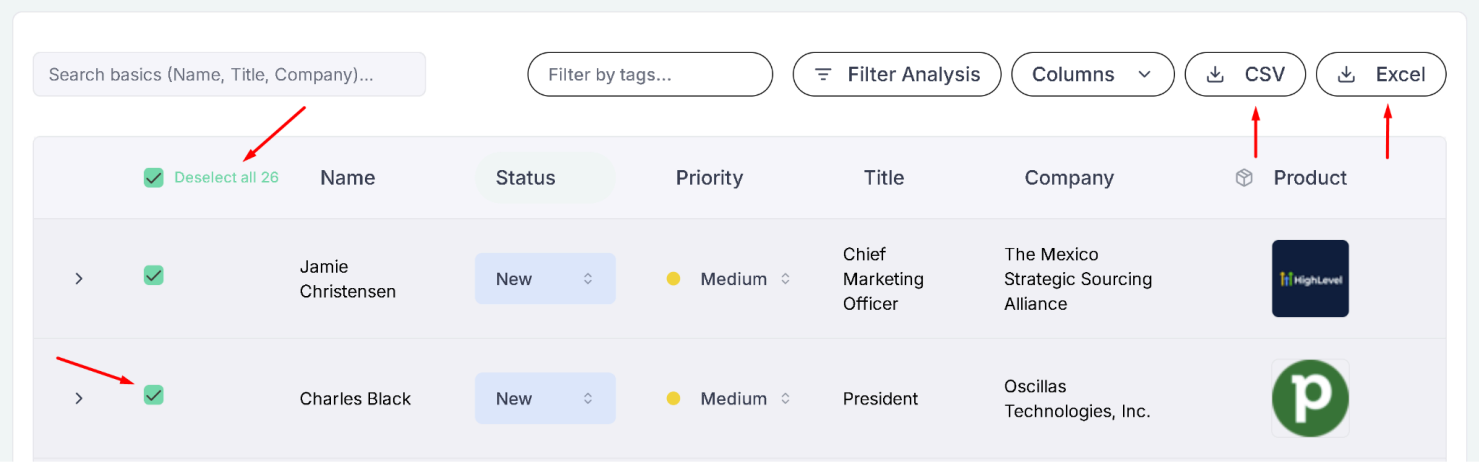
- Each row represents a review-person pair that matched all your filters, including the AI prompt, AND that we were able to find linkedin info for

—Tagging

Once you **expand** the row, you will see a section for tagging. Tags can be used for filtering

—Exporting

You are able to export the lead information to a CSV or Excel file. To download a subset of leads, select individual rows or use bulk select



—Filtering

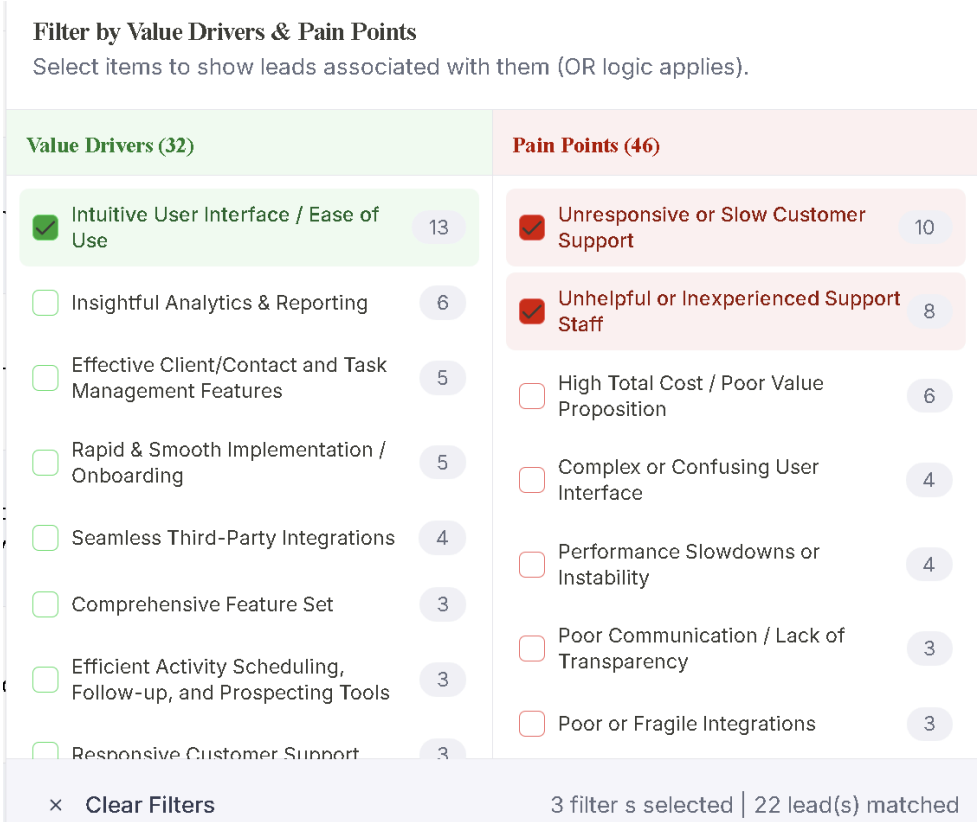
If using multiple filters (e.g. search bar and tag filtering), AND logic applies

Search Bar

- Typing in the search bar will search all columns

Filter By Pain Points And Value Drivers

- OR logic applies. The below will match any review that had either of the 2 pain points or the one selected value driver

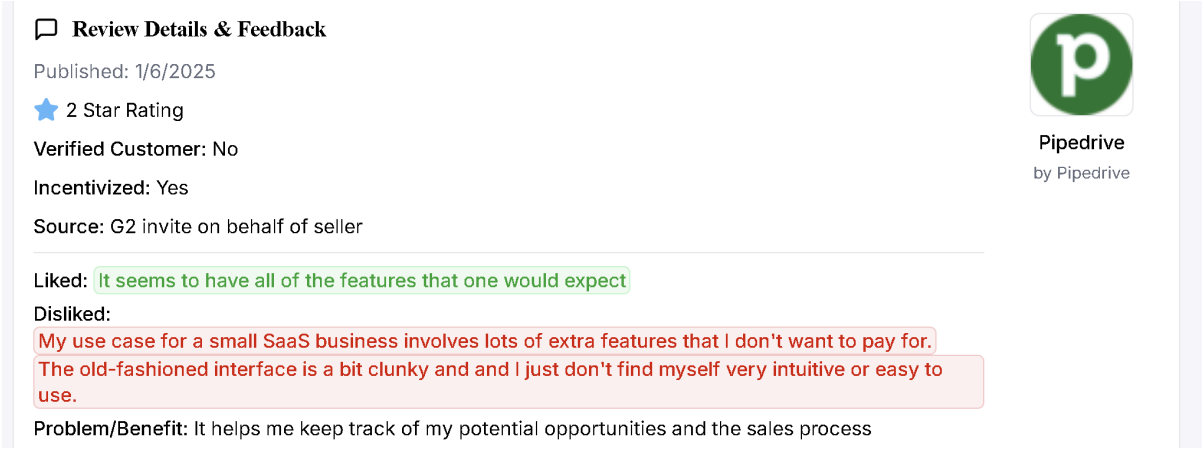


Filter By Tags

- OR logic applies. The below will match any review with either of the tags

—Review Info

Once you **expand** the row, you will see a section for the review info

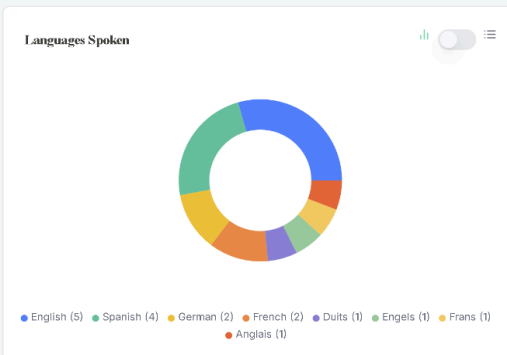


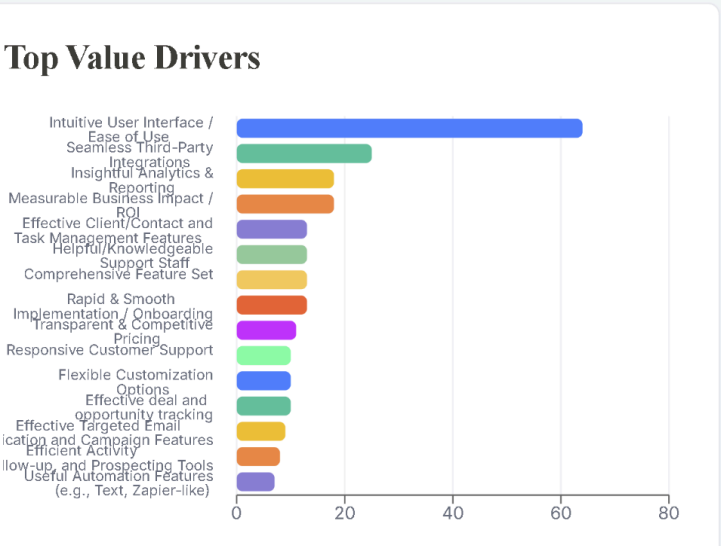
—Linkedin Info

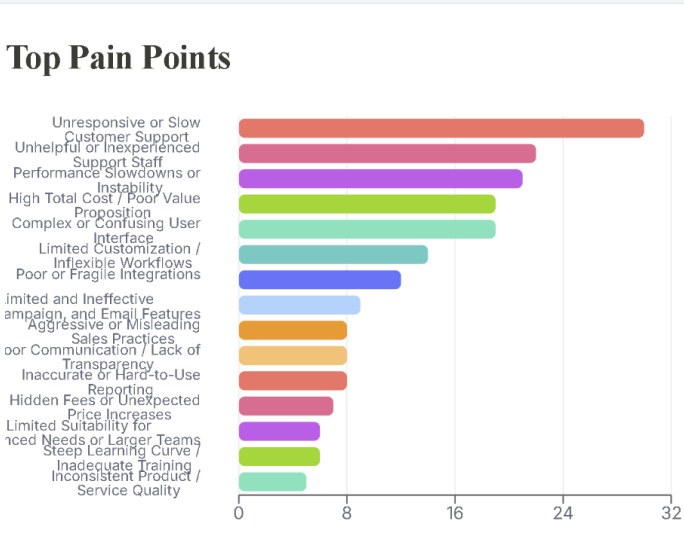
—Generate Cold Outreach

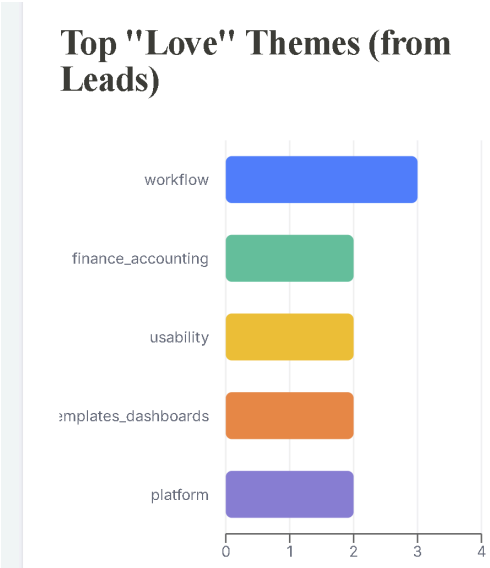
Button visible once **expanded**, see cold outreach section for more info

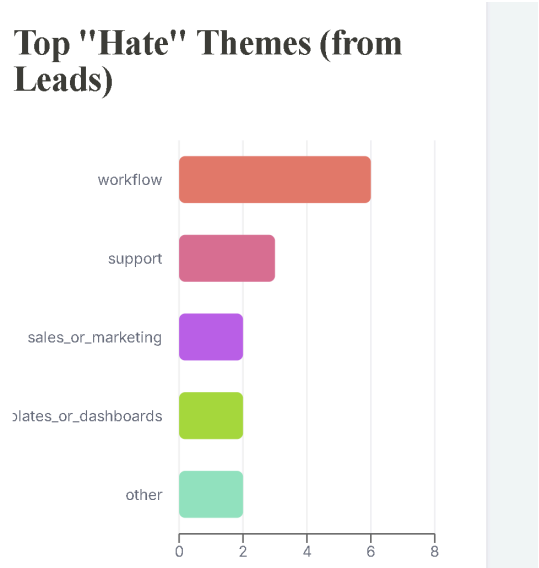
Analytics View



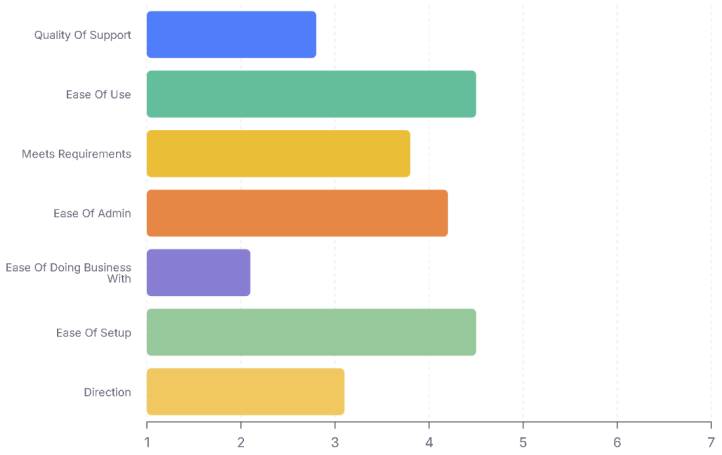








Average Detailed Ratings (Scale 1-7)

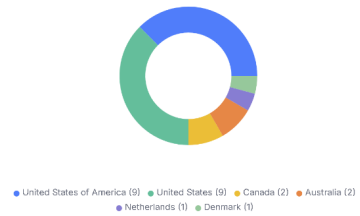


Switched From Other Product?

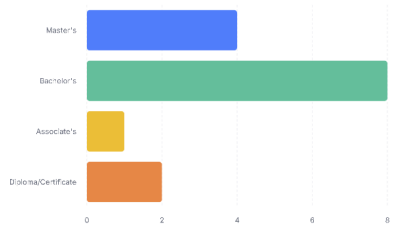
88.5%

of reviewers indicated switching

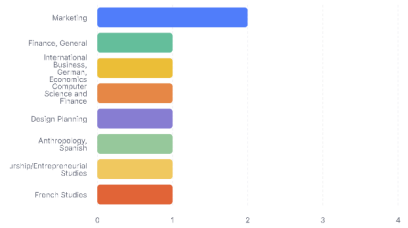
Location Distribution (Country)



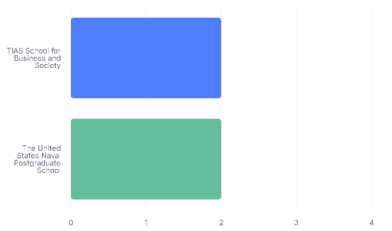
Highest Education Level



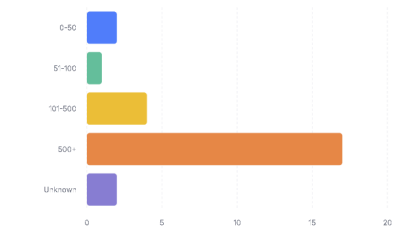
Field of Study Distribution



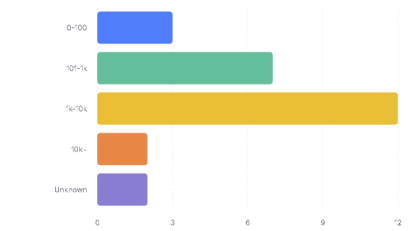
Common Schools



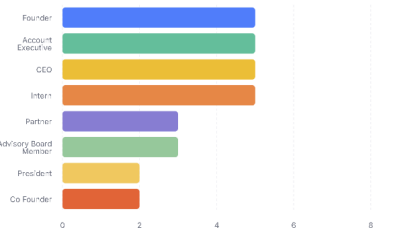
Connection Ranges



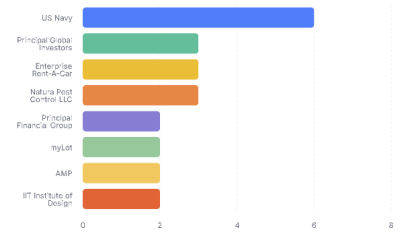
Follower Ranges



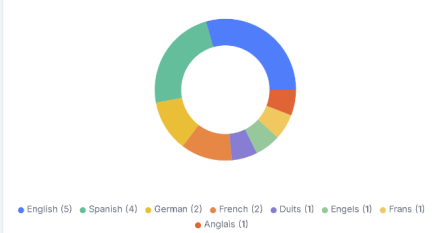
Common Job Titles



Common Companies



Languages Spoken



—Generating Cold Outreach—

You have the ability to generate cold outreach directly on the platform. The generated outreach is very effective and customizable since the LLM has access to review info, linkedin info, sentiment analysis info, and proprietary system prompts to prime it for cold outreach. Here are the steps for generating your cold outreach:

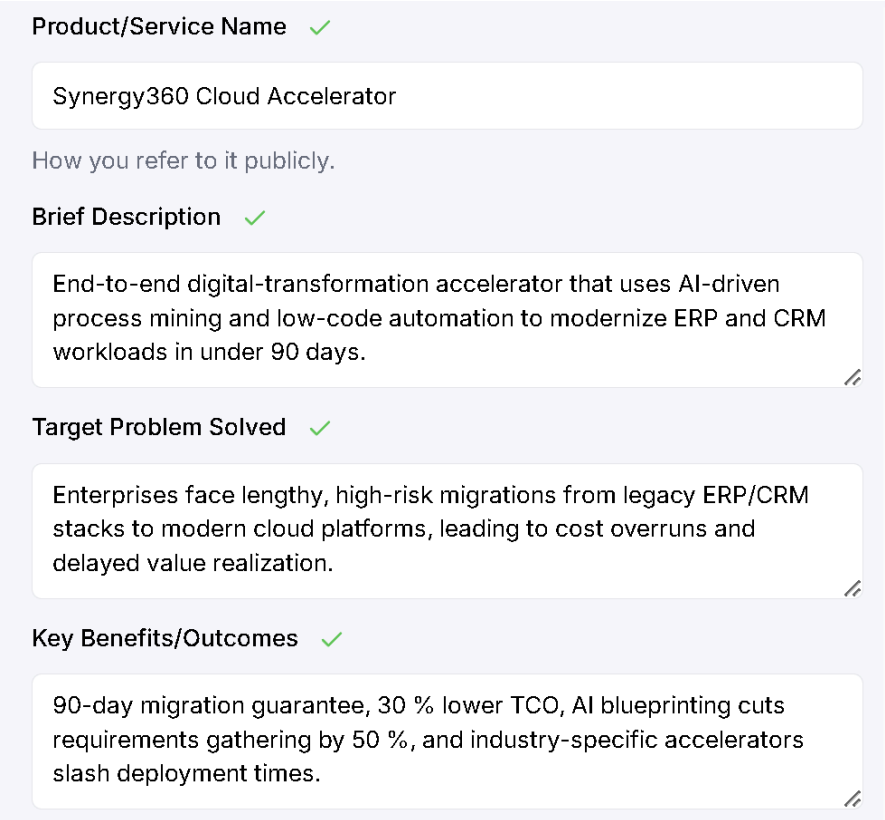
1. - Outreach Configuration (Create once and reuse)

- This will specify the platform you are reaching out on, ice breakers, CTAs, what you're offering, allowed custom fields (company, firstname, etc), and more
- This configuration is reusable

Instructions Continue On Next Page

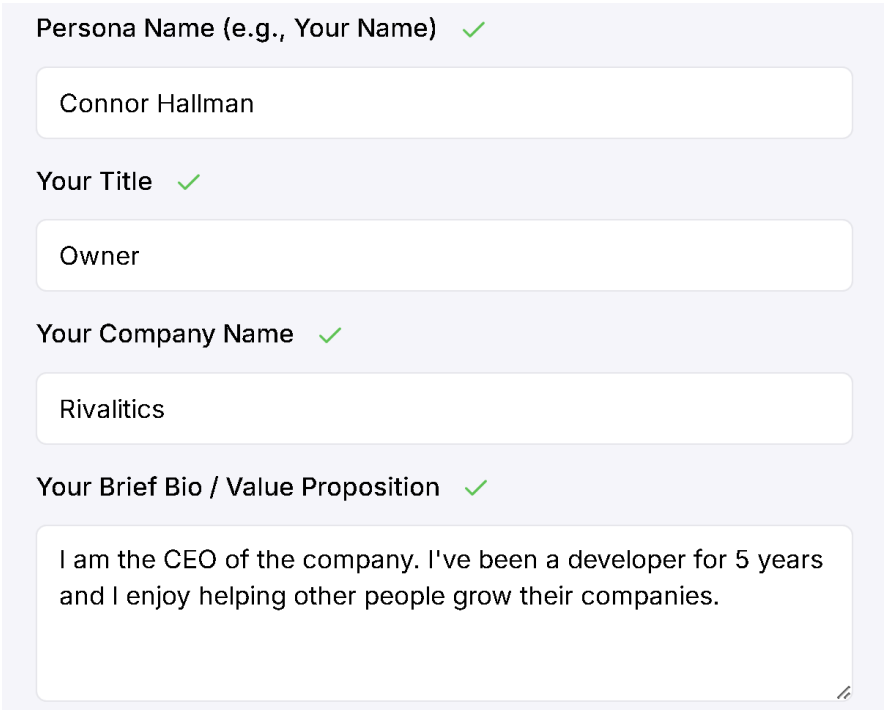
2. - Offering (Create once and reuse)

- This will specify what the cold outreach is about. What product/service are you offering, what does it do, how is it unique



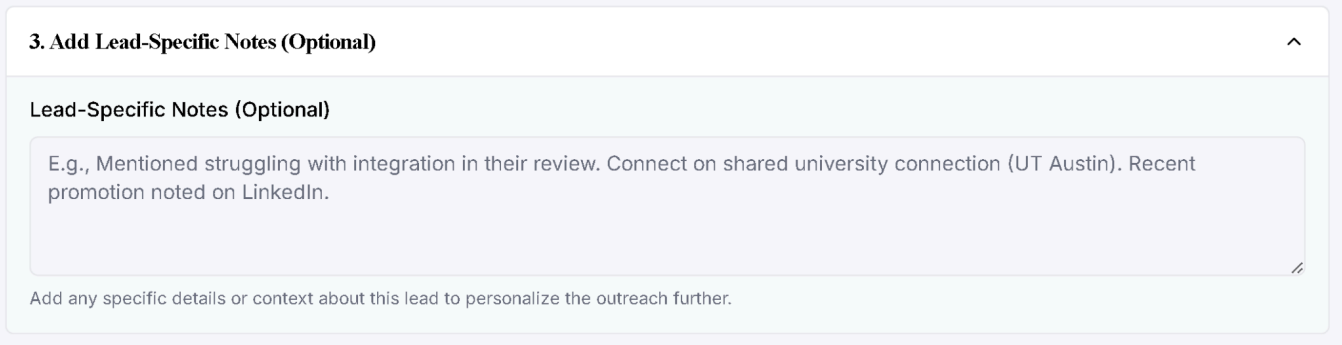
3. - Persona (Create once and reuse)

- This will specify who the outreach is coming from

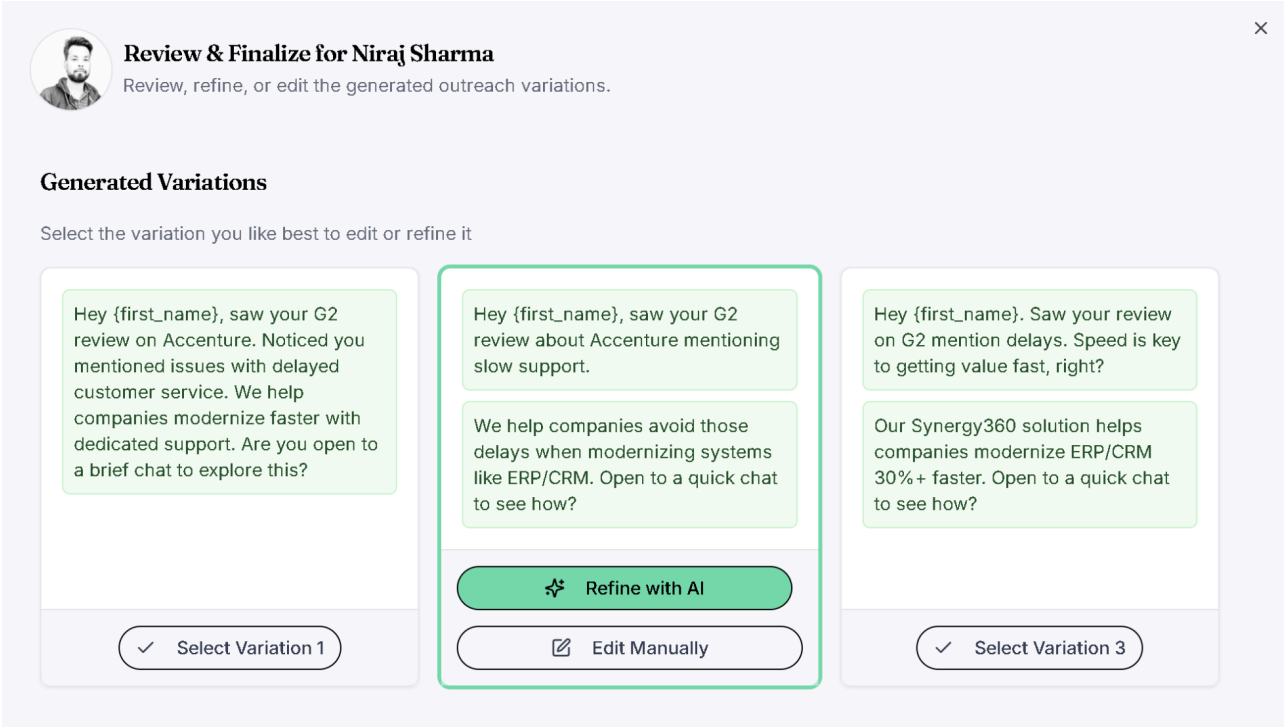


4. - Lead Notes (Unique to each lead)

- This will specify notes only relevant to the specific lead
    - Like mention that you go to the same college as them



That's It!! Three Custom Templates Will Be Generated

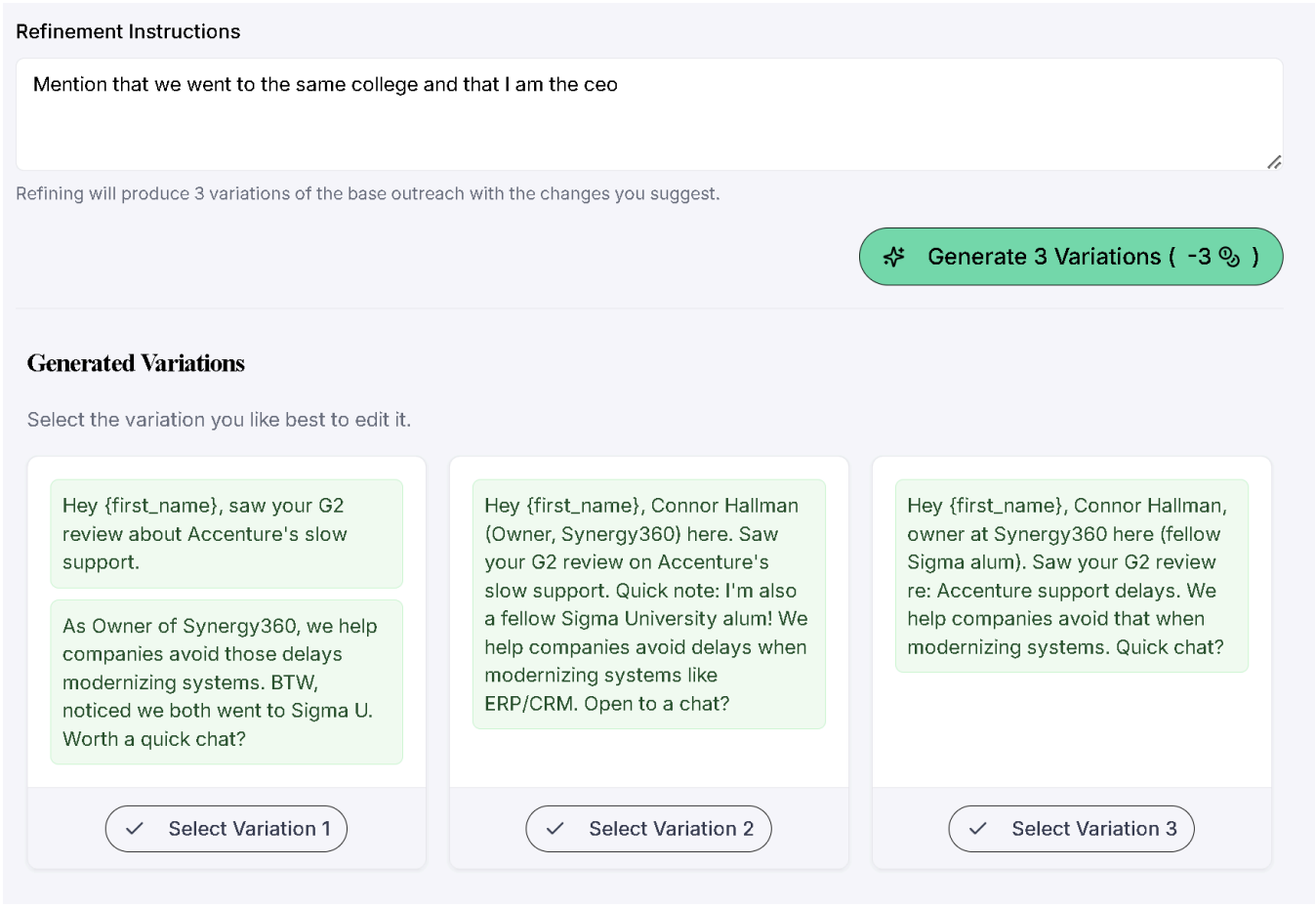


Refine options on the next page

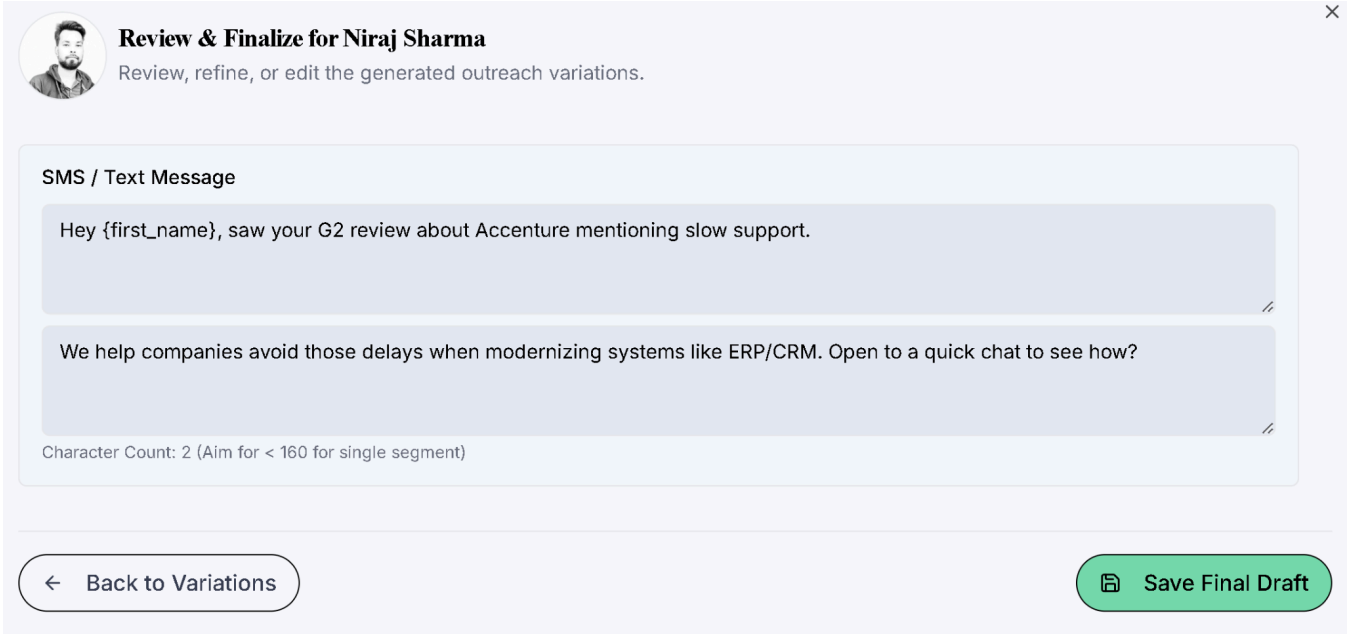
You will have two options to further refine outreach

AI Refining

- **Specify changes or suggestions for the AI to incorporate into outreach**



Manual Refining



That's it!! Good luck with your outreach! For 20% off, use promo code PDF20