

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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—Getting Started—

- Step 1 - **Create Competitor List**

Create Competitor List

1. List Name

CRMs

2. Select Competitor Products

highlevel

Search for competitors by name. Select products directly or click a vendor to see their products.

Search Results for "highlevel"

Products

☒  HighLevel
by HighLevel

 Hide Competitors

Competitor Products:

 Select All

☒  Pipedrive
by pipedrive

☒  Ontraport
by ontraport

☒  Birdeye
by birdeye


4 Competitors Selected: HighLevel(HighLevel) x Pipedrive(pipedrive) x
Birdeye(birdeye) x Ontraport(ontraport) x

Save 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

1. Select Competitor List

CRMs (6 competitors) 

HighLevel

Pipedrive

Keap

Birdeye

Klaviyo

Salesforce Sales Cloud

2. Select Target Star Ratings



Choose which review ratings you want to find leads from (e.g., 1-3 stars for unhappy customers).

3. Target Number of Leads

50

How many verified leads (matches star count + predicate + has LinkedIn) do you want to find? (15 credits per lead)

4. AI Filter Prompt (Optional)

Only give me leads that complain about workflows, automations, pricing (expensive), or bad customer support

- **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

Final Output Options

Append Email

Include verified email addresses **where available** (25 credits per found email address).



Append Phone

Include verified phone numbers **where available** (25 credits per found phone number).



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 be able to see some aggregated metrics related to results and costs

Lead Generation Requests

Your latest requests to find and enrich competitor reviews.

Start Lead Generation

| ID | Name | Status | Found/Target | Reviews Analyzed (AI) | Emails | Phones | Credits Used | Created | Completed | Actions |
|----|-----------|-----------|--------------|-----------------------|--------|--------|--------------|----------------------|----------------------|--------------|
| 41 | A Targets | Completed | 25 / 25 | 55 | 12 | 6 | 763 | Apr 22, 2025 4:54 AM | Apr 22, 2025 5:28 AM | View Results |

Step 5 - View Results

| | | | | | | | |
|---------|-----|----|---|-----|----------------------|-----------------------|--------------|
| 26 / 26 | 141 | 13 | 7 | 927 | Apr 30, 2025 4:48 AM | Apr 30, 2025 12:27 PM | 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


Applied Tags:

Big Budget 

Apply Existing Tag:

Select tag to apply... 

Create & Manage Tags:

 Create / Delete Tags...

—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

Search basics (Name, Title, Company)...

Filter by tags...

Filter Analysis

Columns ▾

↓ CSV

↓ Excel

| <input checked="" type="checkbox"/> Deselect all 26 | | Name | Status | Priority | Title | Company | Product |
|---|-------------------------------------|-------------------|--------|----------|-------------------------|--|---------|
| > | <input checked="" type="checkbox"/> | Jamie Christensen | New ▾ | Medium ▾ | Chief Marketing Officer | The Mexico Strategic Sourcing Alliance | |
| > | <input checked="" type="checkbox"/> | Charles Black | New ▾ | Medium ▾ | President | Oscillas Technologies, Inc. | |

—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 Value Drivers & Pain Points
Select items to show leads associated with them (OR logic applies).

| Value Drivers (32) | Pain Points (46) |
|--|--|
| <input checked="" type="checkbox"/> Intuitive User Interface / Ease of Use 13 | <input checked="" type="checkbox"/> Unresponsive or Slow Customer Support 10 |
| <input type="checkbox"/> Insightful Analytics & Reporting 6 | <input checked="" type="checkbox"/> Unhelpful or Inexperienced Support Staff 8 |
| <input type="checkbox"/> Effective Client/Contact and Task Management Features 5 | <input type="checkbox"/> High Total Cost / Poor Value Proposition 6 |
| <input type="checkbox"/> Rapid & Smooth Implementation / Onboarding 5 | <input type="checkbox"/> Complex or Confusing User Interface 4 |
| <input type="checkbox"/> Seamless Third-Party Integrations 4 | <input type="checkbox"/> Performance Slowdowns or Instability 4 |
| <input type="checkbox"/> Comprehensive Feature Set 3 | <input type="checkbox"/> Poor Communication / Lack of Transparency 3 |
| <input type="checkbox"/> Efficient Activity Scheduling, Follow-up, and Prospecting Tools 3 | <input type="checkbox"/> Poor or Fragile Integrations 3 |
| <input type="checkbox"/> Responsive Customer Support 3 | |

× Clear Filters 3 filter s selected | 22 lead(s) matched

Filter By Tags

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

Big Budget × Custom Tag

—Review Info

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

Review Details & Feedback

Published: 1/6/2025

★ 2 Star Rating

Verified Customer: No

Incentivized: Yes

Source: G2 invite on behalf of seller



Pipedrive
by Pipedrive

Liked: It seems to have all of the features that one would expect

Disliked:

My use case for a small SaaS business involves lots of extra features that I don't want to pay for.

The old-fashioned interface is a bit clunky and I just don't find myself very intuitive or easy to use.

Problem/Benefit: It helps me keep track of my potential opportunities and the sales process

—Linkedin Info



Eugene Kharlamb

Chief Technology Officer, Hospitality Specialist

New York, New York, United States of America

29 followers 17 connections

SUMMARY

With two commercial kitchen locations and a catering company, Eugene ensures that each space is equipped & optimized for all business and customer needs. Having the appropriate up-to-date technology is always on his mind, employing systems that best suit the e.terra businesses.

With over 20 years as an information Technology & Hospitality specialist, Eugene has worked at many top Fortune 500 companies. Hospitality is also in his background. As a co-founder and CEO of a NYC club and event venue, Eugene created a venue that became one of the most popular destinations for the Russian-American community in Brooklyn for over a decade. As a New Yorker, he attended Brooklyn College, with a BS in Computer Science. Born in Ukraine, he is fluent in Russian. His passions are sailing, table tennis and hiking.

EXPERIENCE

Chief Technology Officer

Maiden Voyage Catering

01/2023 - Present

New York, New York, United States

Chief Technology Officer

e.terra Kitchen

03/2021 - Present

New York, New York, United States

Co-Founder & CEO

Downhouse Lounge and Restaurant

04/2006 - 11/2016

EDUCATION

Brooklyn College

Computer science

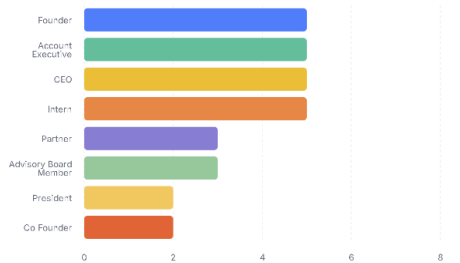
Present

—Generate Cold Outreach

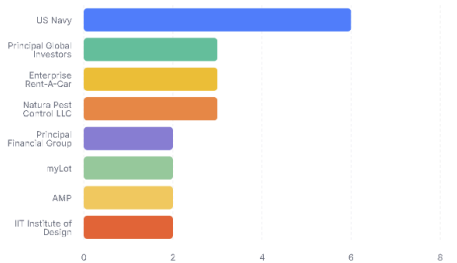
Button visible once **expanded**, see [cold outreach section](#) for more info

Analytics View

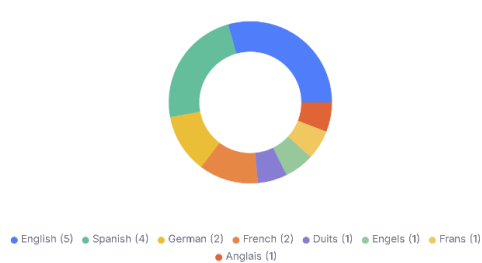
Common Job Titles



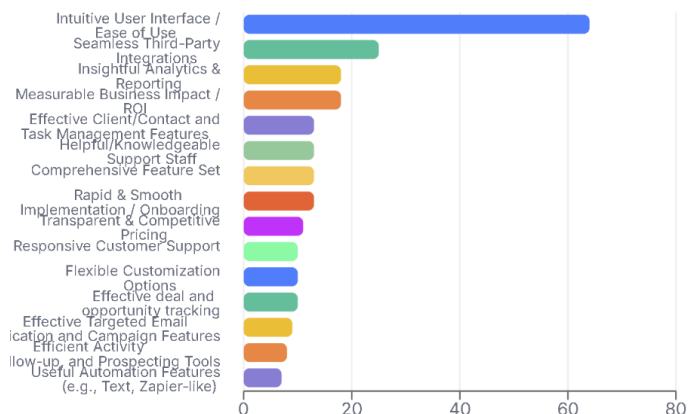
Common Companies



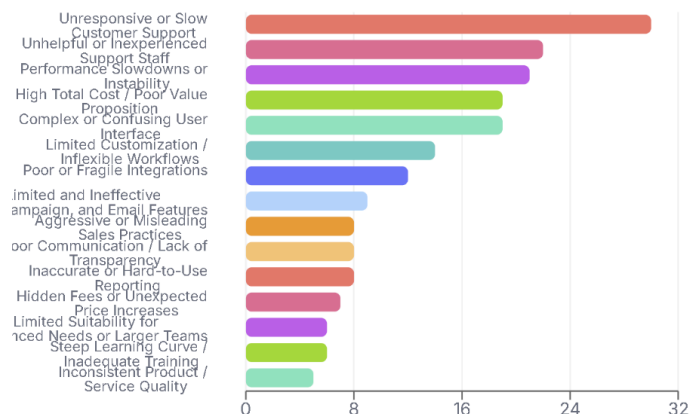
Languages Spoken



Top Value Drivers



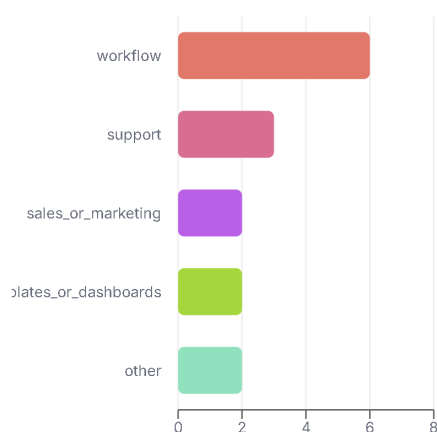
Top Pain Points



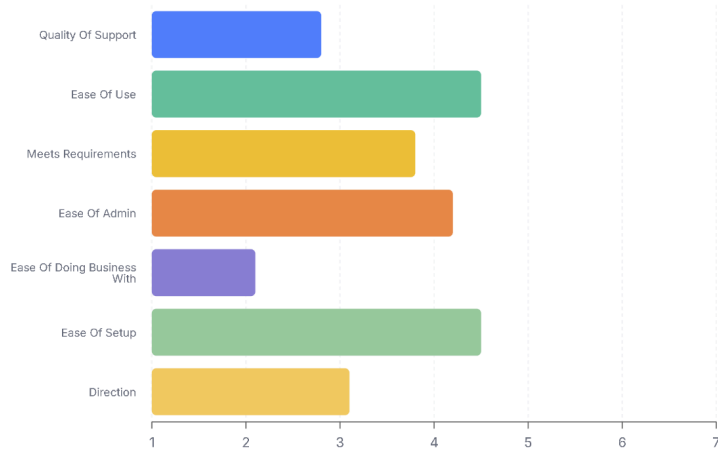
Top "Love" Themes (from Leads)



Top "Hate" Themes (from Leads)



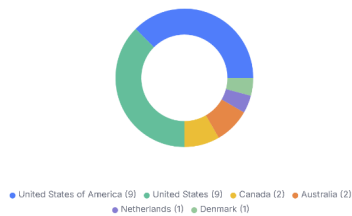
Average Detailed Ratings (Scale 1-7)



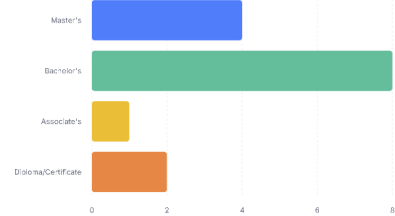
Switched From Other Product?

88.5%
of reviewers indicated switching

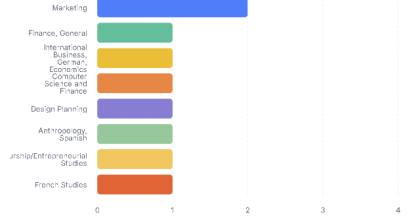
Location Distribution (Country)



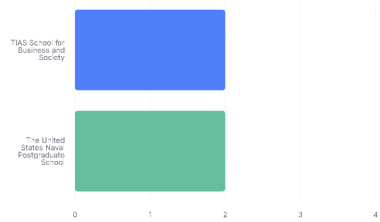
Highest Education Level



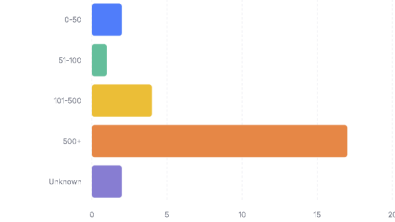
Field of Study Distribution



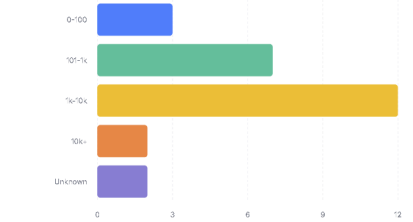
Common Schools



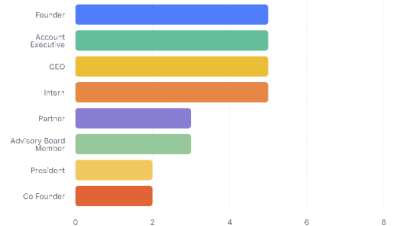
Connection Ranges



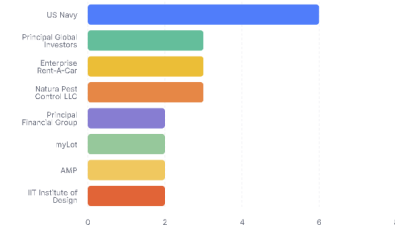
Follower Ranges



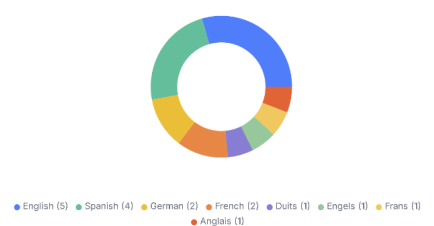
Common Job Titles



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

| | | |
|---------------------------|---|---|
| 1. Configuration Name | ✓ | ▼ |
| 2. Platform & Limits | ✓ | ▼ |
| 3. Icebreaker (1-3) | ✓ | ▼ |
| 4. Your Offering | ✓ | ▼ |
| 5. Frameworks (1-3) | ✓ | ▼ |
| 6. Tone & Personalization | ✓ | ▼ |
| 7. Call to Action | ✓ | ▼ |
| 8. Allowed Custom Fields | ✓ | ▼ |

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

Product/Service Name ✓

Synergy360 Cloud Accelerator

How you refer to it publicly.

Brief Description ✓

End-to-end digital-transformation accelerator that uses AI-driven process mining and low-code automation to modernize ERP and CRM workloads in under 90 days.

Target Problem Solved ✓

Enterprises face lengthy, high-risk migrations from legacy ERP/CRM stacks to modern cloud platforms, leading to cost overruns and delayed value realization.

Key Benefits/Outcomes ✓

90-day migration guarantee, 30 % lower TCO, AI blueprinting cuts requirements gathering by 50 %, and industry-specific accelerators slash deployment times.

3. - Persona (Create once and reuse)

- This will specify who the outreach is coming from

Persona Name (e.g., Your Name) ✓

Connor Hallman

Your Title ✓

Owner

Your Company Name ✓

Rivalitics

Your Brief Bio / Value Proposition ✓

I am the CEO of the company. I've been a developer for 5 years and I enjoy helping other people grow their companies.

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


3. Add Lead-Specific Notes (Optional)

Lead-Specific Notes (Optional)

E.g., Mentioned struggling with integration in their review. Connect on shared university connection (UT Austin). Recent promotion noted on LinkedIn.

Add any specific details or context about this lead to personalize the outreach further.

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

**Review & Finalize for Niraj Sharma**
Review, refine, or edit the generated outreach variations.

Generated Variations
Select the variation you like best to edit or refine it

Hey {first_name}, saw your G2 review on Accenture. Noticed you mentioned issues with delayed customer service. We help companies modernize faster with dedicated support. Are you open to a brief chat to explore this?

✓ Select Variation 1

Hey {first_name}, saw your G2 review about Accenture mentioning slow support.

We help companies avoid those delays when modernizing systems like ERP/CRM. Open to a quick chat to see how?

✦ Refine with AI
✎ Edit Manually

Hey {first_name}. Saw your review on G2 mention delays. Speed is key to getting value fast, right?

Our Synergy360 solution helps companies modernize ERP/CRM 30%+ faster. Open to a quick chat to see how?

✓ Select Variation 3

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

Refinement Instructions

Mention that we went to the same college and that I am the ceo

Refining will produce 3 variations of the base outreach with the changes you suggest.

Generate 3 Variations (-3)

Generated Variations

Select the variation you like best to edit it.

Hey {first_name}, saw your G2 review about Accenture's slow support.

As Owner of Synergy360, we help companies avoid those delays modernizing systems. BTW, noticed we both went to Sigma U. Worth a quick chat?

Select Variation 1


Hey {first_name}, Connor Hallman (Owner, Synergy360) here. Saw your G2 review on Accenture's slow support. Quick note: I'm also a fellow Sigma University alum! We help companies avoid delays when modernizing systems like ERP/CRM. Open to a chat?

Select Variation 2

Hey {first_name}, Connor Hallman, owner at Synergy360 here (fellow Sigma alum). Saw your G2 review re: Accenture support delays. We help companies avoid that when modernizing systems. Quick chat?

Select Variation 3

Manual Refining

**Review & Finalize for Niraj Sharma**
Review, refine, or edit the generated outreach variations.

SMS / Text Message

Hey {first_name}, saw your G2 review about Accenture mentioning slow support.

We help companies avoid those delays when modernizing systems like ERP/CRM. Open to a quick chat to see how?

Character Count: 2 (Aim for < 160 for single segment)

Back to Variations

Save Final Draft

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