

### **Data-Driven Strategies to Outperform Competitors**

**Fact:** Companies using data-driven decision-making are **23x more likely**to acquire customers profitably (McKinsey, 2024). Yet most SMBs still rely on guesswork.

### This week, we reveal:

- The **3 highest-ROI data sources**you're not tracking (free to access)
- How to **reverse-engineer competitors' winning strategies**in <1 hour

# 1. The 3 Most Overlooked (Free) Data Sources

### Why It Matters:

90% of businesses only track sales and web traffic—missing **hidden growth signals**.

### What to Monitor:

### 1. Customer Service Logs

- 67% of churn reasons hide in support tickets (Zendesk)
- *Action:* Tag complaints in a spreadsheet; look for 3+ repeat issues

### 2. Checkout Abandonment Reasons

- "Unexpected fees" cause **56% of cart exits** (Baymard)
- Fix: Run a 1-week test showing all fees upfront



### 3. Competitor Price Changes

- o Tools like **Keepa** (Amazon) or **Prisync** track historical pricing
- Example: A Shopify store matched a rival's 8% weekend discount—11% sales lift

Free Tool: Google Sheets + ImportXML to scrape competitor data

# 2. Steal Your Competitors' Winning Tactics (Ethically)

### **Step 1: Identify Their Top Content**

- Use **Ubersuggest** → "Top Pages" report
- *Example:* A SaaS company found a competitor's "Pricing Guide" ranked #1—copied the format with better data (**2x conversions**)

### **Step 2: Analyze Their Ad Strategy**

- Facebook Ad Library → Filter by competitor name
- Pro Tip: Recreate their **highest-frequency ads** with your USP

### **Step 3: Clone Their Email Flows**

- Sign up for their newsletter → Use **EmailTester** to screenshot sequences
- Case Study: An e-commerce brand mirrored a competitor's post-purchase series—18%



### more repeat sales

Free Tool: Hypefury for Twitter/X competitor tracking

3. I	Free	<b>Download:</b>	"Com	petitor	Teardown	Temr	olate"
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Get our step-by-step worksheet to:
☐ Audit rivals' pricing/content/ads
☐ Prioritize imitation opportunities
☐ Track your tests

### **Download Here**

# **Key Takeaways**

- 1. Mine **support tickets** and **abandoned carts** for hidden churn clues
- 2. Use free tools to **reverse-engineer competitors' plays**
- 3. Test **one "copied" tactic** this week

Want our team to analyze your competitors? Hit reply with their URL.

#DataDriven #CompetitiveIntel #GrowthHacking

**P.S.** Missed **Issue 6** on review hijacking? Read it here.





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