



Insightsfirst Competitive Intelligence

For Asset and Wealth Managers

Unique and Deep Insights at your Fingertips

Access actionable insights powered by AI / NLP and curated by domain experts. Stay updated on latest developments across the Asset and Wealth Management space. Keep a finger on the pulse of competitors by tracking their latest thought leadership content, tech disruptions, and marketing spend.

Overview

The Asset and Wealth Management industry is evolving rapidly. Firms operating in the space rely on competitive intelligence for critical and strategic decision-making. However, businesses face multiple challenges such as unstructured intelligence function, lack of automated timely insights, and siloed information with no single source of truth. Insightsfirst, a centralized digital platform, uses the power of AI and domain expertise to help unlock actionable insights for easy dissemination across teams and enable you to move ahead of the competition.

Insightsfirst Competitive Intelligence (Insightsfirst CI) Equips you to Build an Edge!



Market Watch

Tracks product launches, tech disruptions, branding / marketing activities, media mentions, strategy, and performance, empowering you to create robust go-to-market strategies.



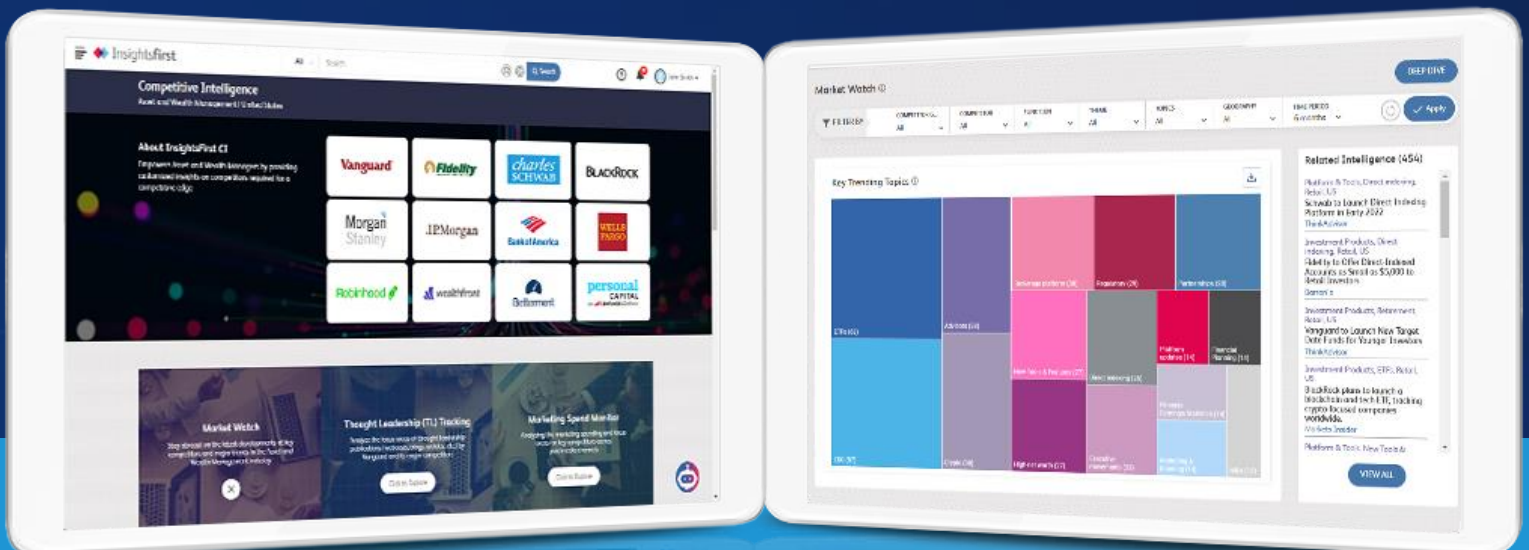
Thought Leadership Analytics

Monitors competitors' eminence and thought leadership content, positioning, and focus areas to identify white spaces and develop publications that offer higher engagement scores.



Marketing Spend Monitor

Provides a snapshot of competitors marketing focus and spend, enabling you to strengthen your paid marketing strategy across channels. Also identifies gaps in marketing efforts to help strategize and gain a competitive edge.



Insightsfirst CI

Features for Business Users

01

AI-based Data Collection

Uses AI-enabled engines, such as event-based triggers, competitor activity detection, and signal detection, to get a timely view of the changing competitive environment.

02

Collaboration Features

Allows users to share, download, tag, or leave a comment on any content within the platform that they find interesting, thereby enabling easier teamwork.

03

In-platform Newsletters

Provides the flexibility needed to create and schedule multiple newsletters to keep senior stakeholders updated on key developments.

04

Ask the Analyst

Allows users to request for additional bespoke information delivered by domain experts.

Unique Benefits of Insightsfirst CI

Self-service Model

Meaningful data and insights, along with the flexibility to slice and dice it from various angles.



Faster Time-to-market

Timely and accurate insights for strategic decision-making.



Reduced Manual Effort

AI / NLP engines that significantly reduce manual effort and enable faster go-to-market.





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