Benchmarking

Competitor analysis through customer feedback

Understand where you rank in your industry and leverage competitive insights to get ahead.

Johnson & Sons 4.5 ★

Smith & Co. ★ 4.7

Bradford Industries 4.0 ★

Johnson & Sons
"The facility is great except that the parking is super limited. It takes me over 20 minutes to find a spot!"

Smith & Co.
"Their valet parking is so amazing. It takes the stress out of each appointment. Love this place!"

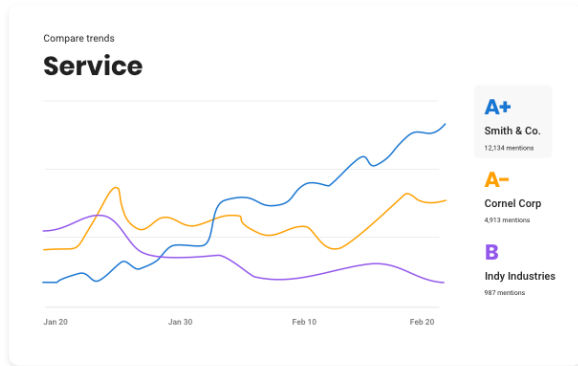## Hear every word of your competitors' customer feedback

Birdeye's benchmarking software gives you access to your competitors' public data from 150+ review sites, 300M websites, forums, blogs, and social channels.

Win with competitive benchmarking

Compare sentiment for products and services against industry leaders at a brand, national or local level.

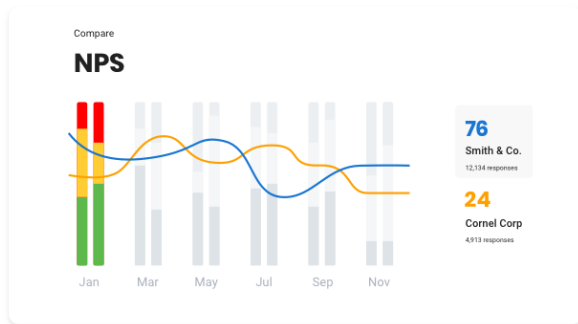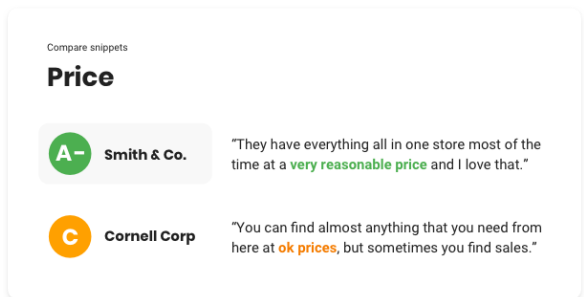| Categories	Smith & Co.	Cornell Corp	Bradford Ind.	Indy Industries
Overall	A+	A	A	B
Online order	A+	A+	C	A
Service	A	A	A	A-
Staff	**A-**	**A-**	**A**	**C**
Price & Value	B+	B	D-	B+

Want to know more? Call us at **(248) 270-5372**

Discover competitor sentiment trends before they do

Birdeye's proprietary Natural Language Processing (NLP) algorithm, Athena, analyzes your competitors' reviews from hundreds of review sites and social platforms so you can identify and track trending topics.

Compare performance from every angle

Evaluate your relative performance using the same categories and sub-categories you create for your own business insights, then drill down into specific topics, keywords, and adjectives driving customer sentiment. Zoom in on verbatim snippets and full-text reviews to get the full story.

Competitive NPS insights

Compare sentiment for products and services against industry leaders at a brand, national or local level.

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