



GUIDE FOR DTC ECOMMERCE BRANDS

How to Leverage Competitive Intelligence in Your DTC Business

A practical framework for turning competitor signals
into better decisions — every single day.

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Build your competitor list

Most brands already know their main competitors. Start there. The goal is not to do research from scratch — it's to be systematic about who you're watching and why.

Your Obvious Direct Competitors

The brands selling similar products to the same audience. You already know who they are. Add them first — these are the moves that affect your business most immediately.

Use our “Find Your Competitors” Feature

Compvu can recommend competitors your business should track with our “Find Your Competitors” Feature. We analyze your website, and search for similar businesses competing for the same customers. You can conveniently add these competitors to your watchlist.

Adjacent Category Players

Brands that aren't direct competitors today but are moving into your space. A collagen brand expanding into protein powder. A skincare brand entering supplements. Category expansion is one of the most important competitive signals to track early.

Revisit Your List Quarterly

Your competitive landscape isn't static. New brands launch, existing ones expand, and some fade. Set a quarterly reminder to review who you're monitoring and add any names that have appeared in your market since the last review.

Get the right people on the digest

Competitive intelligence only creates value when it reaches the people who can act on it. A daily digest sitting in one inbox — unread or unshared — is wasted intelligence. Add recipients or connect to Slack in your account settings.

Growth / Paid Media

Why: Needs to know about competitor pricing changes and promotions the moment they happen — before the morning standup, not after the weekly review.

Adjusts bids, pauses spend on overlapping audiences, or shifts creative messaging in response to competitor moves.

Brand / Marketing

Why: Needs visibility into competitor launches, messaging shifts, and category expansions to keep positioning sharp and responsive.

Updates campaign messaging, informs content strategy, and flags strategic threats early.

Ecommerce / Ops

Why: Needs inventory signals and promotional intel to make fulfillment and planning decisions proactively rather than reactively.

Times promotions to competitor stockouts, adjusts inventory planning based on category demand signals.

Leadership / Founder

Why: Needs the big picture — which competitors are growing, which are contracting, and where the category is heading.

Informs product roadmap, pricing strategy, and competitive positioning at the brand level.

Develop your internal review process

Compvu surfaces the intelligence and provides strategic recommendations. Your team decides what to act on. The gap between insight and action is where most brands lose value.

Every morning

Review the daily digest before anything else

Treat the Compvu digest like your morning brief. Before email, before Slack, before standups — read what changed overnight. A competitor's price drop at 2am is already affecting your conversion rate by 8am.

Weekly

10-minute weekly competitive review

Make competitive intelligence a standing agenda item in your weekly team meeting. What moved this week? Which recommendations are we acting on? Who owns the response? 10 minutes of structured review is worth more than hours of ad-hoc reaction.

When acting on a recommendation

Define your decision threshold

Not every signal requires a response. Decide in advance: a competitor price drop of more than 15% on a direct SKU triggers a pricing review. A competitor promotion during a major holiday window triggers a counter-offer evaluation. Pre-decided thresholds prevent both under-reaction and over-reaction.

Monthly

Competitive landscape review

Zoom out once a month. Which competitors are growing (rising review volume, increasing launch cadence)? Which are contracting? Are new entrants appearing? Update your Compvu watchlist and adjust your response thresholds accordingly.

Close the loop

Intelligence without measurement is just activity. The brands that get the most from competitive intelligence are the ones that track what they did with it — and whether it worked.

Compvu has a built-in Action Log

From any AI Insight, click 'Log an action' to record what you did. Return later to log the outcome — positive, neutral, or negative. Your full CI decision history lives in the Action Log view.

Log the signal

When you act on a Compvu recommendation, click 'Log an action' directly on the insight card. Record what you did and when — in seconds, without leaving the app.

Log the outcome

Two weeks later, return to the Action Log and record what happened. Did ROAS improve? Did conversion rate recover? Rate the outcome: positive, neutral, or negative.

Build institutional knowledge

Over time, you'll know which signal types in your category reliably predict competitor behavior — and which Compvu recommendations consistently generate ROI for your brand.

Review your CI track record

The Action Log summary shows total actions logged, outcomes recorded, and positive outcome rate — giving you a clear picture of how competitive intelligence is performing for your business.

You now have the framework.

Compvu handles the hardest part for you.

Monitoring. Synthesis. Strategic recommendations. Every morning, before your team starts the day – Compvu has already done the work that used to take hours of manual checking, spreadsheet updating, and cross-department communication.

What you still own: the process, the people, and the decisions. What Compvu owns: everything else.

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30-day free trial - Set up in minutes