

At-a-glance insights into how you're doing relative to competitors or other locations, across a range of industry-specific metrics.

Based on your subscription package, the following reports are available:

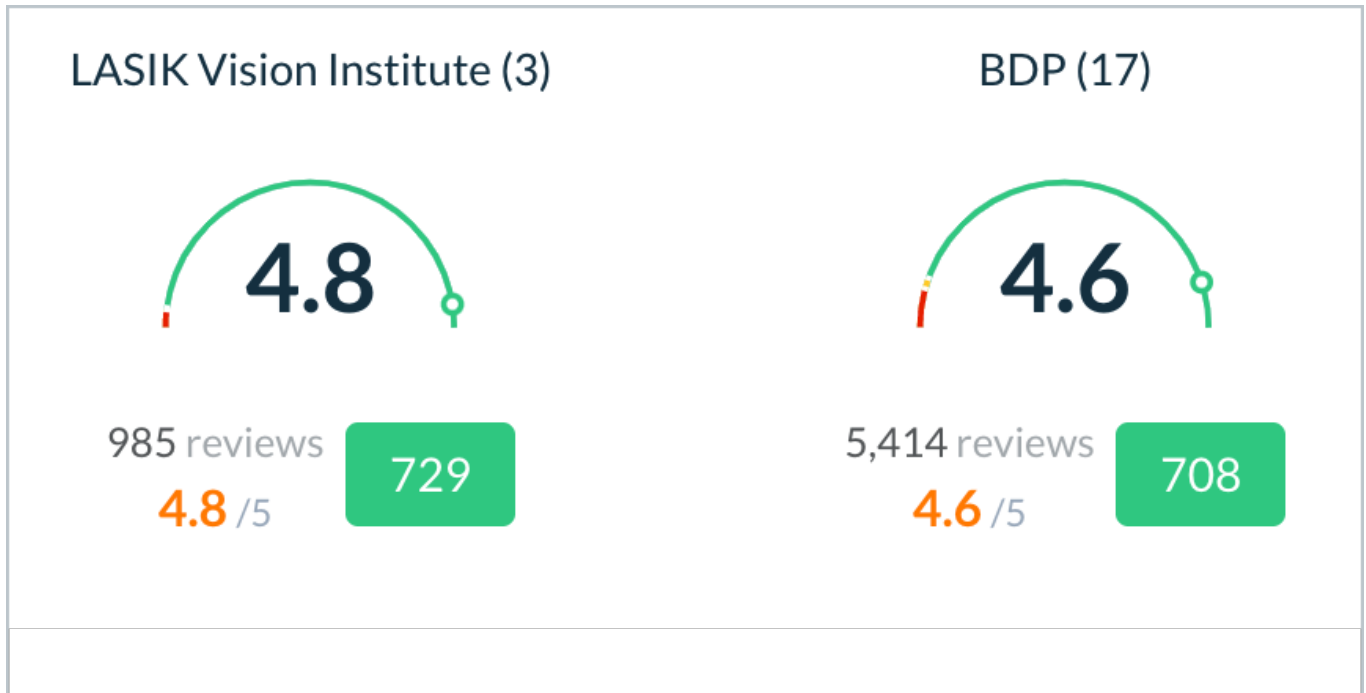
### Local Competition Leaderboard

Compare your locations against local competitors; rank by winners and laggards.

Locations	Competitors
<p data-bbox="272 750 572 801"> BDP - Uptown</p> <p data-bbox="236 869 619 1057"><b>4.7</b></p> <p data-bbox="263 1108 426 1142">15 reviews</p> <p data-bbox="213 1160 443 1205"></p> <p data-bbox="494 1122 635 1205"><b>744</b></p>	<p data-bbox="868 754 1426 792">The LASIK Vision Institute Phoenix</p> <p data-bbox="959 869 1342 1057"><b>4.9</b></p> <p data-bbox="975 1108 1158 1142">173 reviews</p> <p data-bbox="936 1160 1166 1205"></p> <p data-bbox="1214 1122 1355 1205"><b>738</b></p>

### Competing Brands Dashboard

Compare your brand against competitive brands, regardless of location proximity.



Competitor data is collected every 30 days.

## Local Competition Leaderboard

See how your various locations are winning and lagging compared to your competitors. Use this report to track progress against competitive strategies and to identify areas for improvement and growth for your business line.

Work with your Implementation Manager, using the following questionnaire:

1. How many competitor locations do you want to license?
2. What competitive brands do you want Reputation.com to monitor for you? Reputation.com can help identify US competitors if you don't have your own list.
3. What mile radius do you want to set for competing locations? (Default is 25 miles.)
4. If a competitor has multiple locations within the defined mile radius for your locations, do you want to monitor the closest to your locations or all of them?

Once the report is provisioned within the **Reports** tab (Competitive Insights category), you can customize it according to popular preferences:

- **Sources** – Rank based on cumulative leader for all review sites or particular sites (e.g., Google, Facebook, etc.).
- **Sort By** – Rank based on Reputation Score, Location, Total Review Count, or Average Rating.

Locations	Competitors
<div data-bbox="253 371 624 499">  BDP - Uptown                 </div> <div data-bbox="248 528 628 719"> </div> <div data-bbox="229 763 659 882">                     15 reviews  <span style="border: 1px solid orange; padding: 2px;">744</span> </div>	<div data-bbox="874 416 1430 454">                     The LASIK Vision Institute Phoenix                 </div> <div data-bbox="963 528 1343 719"> </div> <div data-bbox="944 763 1358 882">                     170 reviews  <span style="border: 1px solid green; padding: 2px;">738</span> </div>

Locations	Competitors
<div data-bbox="336 1124 552 1162">                     BDP - Uptown                 </div> <div data-bbox="268 1227 628 1417"> </div> <div data-bbox="248 1462 643 1547">                     15 reviews  <span style="border: 1px solid green; padding: 2px;">744</span> </div>	<div data-bbox="807 1093 1444 1205" style="border: 1px solid orange; padding: 5px;">  The LASIK Vision Institute Phoenix                 </div> <div data-bbox="944 1227 1305 1417"> </div> <div data-bbox="911 1462 1318 1559">                     170 reviews  <span style="border: 1px solid orange; padding: 2px;"></span> <span style="border: 1px solid green; padding: 2px;">738</span> </div>

- **Sort Order** – Choose Ascending or Descending.
- **Show Dials** – Check the box to include dials in your report for each location.

Locations	Competitors
<div data-bbox="341 1910 624 1960">  BDP - Uptown                 </div> <div data-bbox="304 2018 667 2197"> </div>	<div data-bbox="900 1910 1430 1948">                     The LASIK Vision Institute Phoenix                 </div> <div data-bbox="986 2018 1348 2197"> </div>

Locations	Competitors
BDP - Uptown  15 reviews 744	The LASIK Vision Institute Phoenix  173 reviews 738

Locations	Competitors	
BDP - Uptown 15 reviews 0%   7%   93% 4.7 /5 744	The LASIK Vision Institute Phoenix 170 reviews 1%   1%   98% 4.9 /5 738	Visionworks 177 reviews 7%   3%   90% 4.6 /5 700

- **Show Summary** – Check the box to include a summary section at the top of your report.

Locations	Winners	Laggards
9	6 (66.7%)	3 (33.3%)

- **Group By – My Locations/Competitor Locations** – Group your own locations (left) based on location, custom filter, or overall brand with indicators for how many locations are included in the brand rollup. You can also exclude locations from the report that have no competitors identified and limit the number of rows. Group competitor locations (right) based on individual locations or overall

brand. You can also filter particular brands out of the report and limit the number of competitors shown.



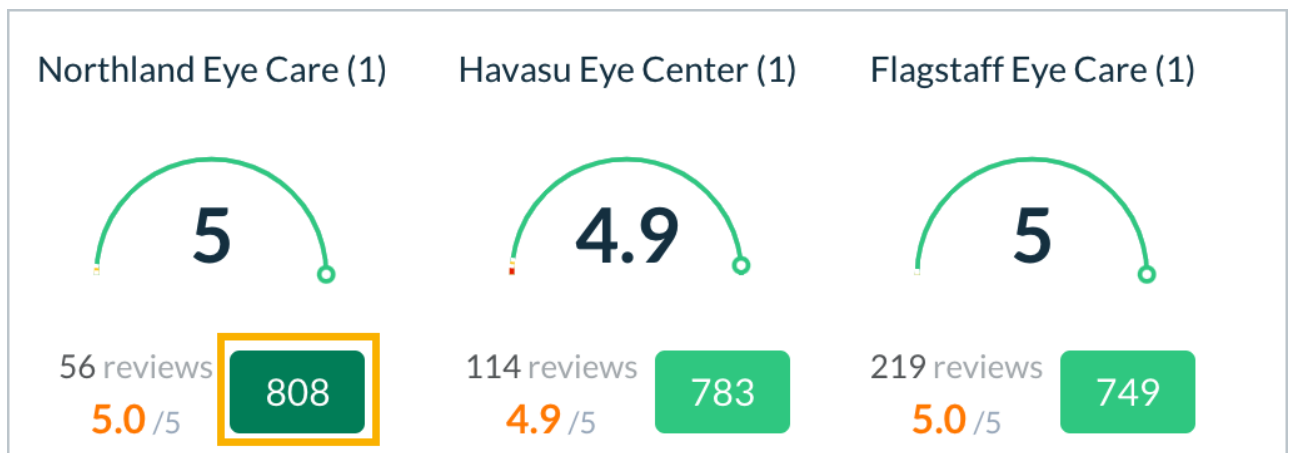
## Competing Brands Dashboard

Benchmark against competitors at the national level.

Work with your Implementation Manager to set up this report. Think about the competitor brand names you want Reputation.com to monitor for you.

Once the report is provisioned within the **Reports** tab (Competitive Insights category), you can customize it according to popular preferences:

- **Sources** – Rank based on cumulative leader for all review sites or particular sites (e.g., Google, Facebook, etc.).
- **Group By** – Defaulted to group by Brand. This is currently the only option.
- **Sort By** – Rank based on best Reputation Score, Brand, Total Review Count, or Average Rating.





- **Sort Order** – Choose Ascending or Descending.
- **All Brands** – Choose to show the number of locations this report applies to and choose if you want to limit the number of dials included (enter a number).
- **Filter By – Competitor Brands** – Filter particular brands out of the report. Choose to hide brands with less than a specified number of locations.

Paid review sources like Apartment Ratings are not included within Competitive Insights by default. Reach out to your CSM or Support for assistance including these sources for your competitors.

For Customer Success Manager reference only: After implementation, you can download competitor information in CSV format from the **Locations** tab within the Admin settings (Download > Competitors).