Competitor Benchmarking

Article Content
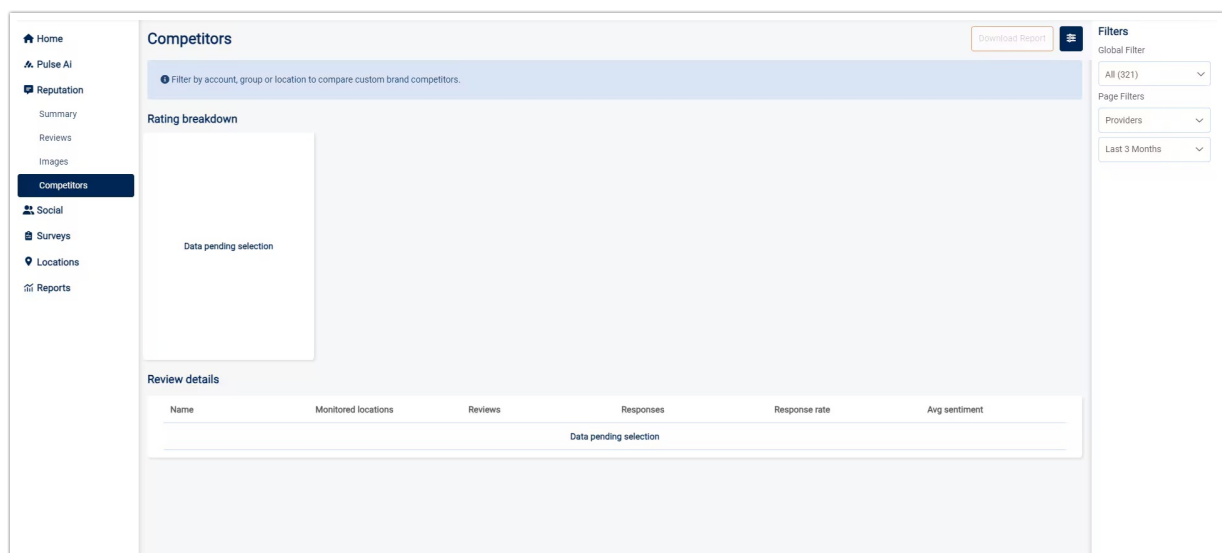
The Competitors tab is where you can easily benchmark your business as compared to the competitor brands most relevant to you.

You can find the Competitor Benchmarking report in your Chatmeter dashboard under Reputation → Competitors

Upon navigating to the Competitors page, you will see different screens depending on your account configuration.
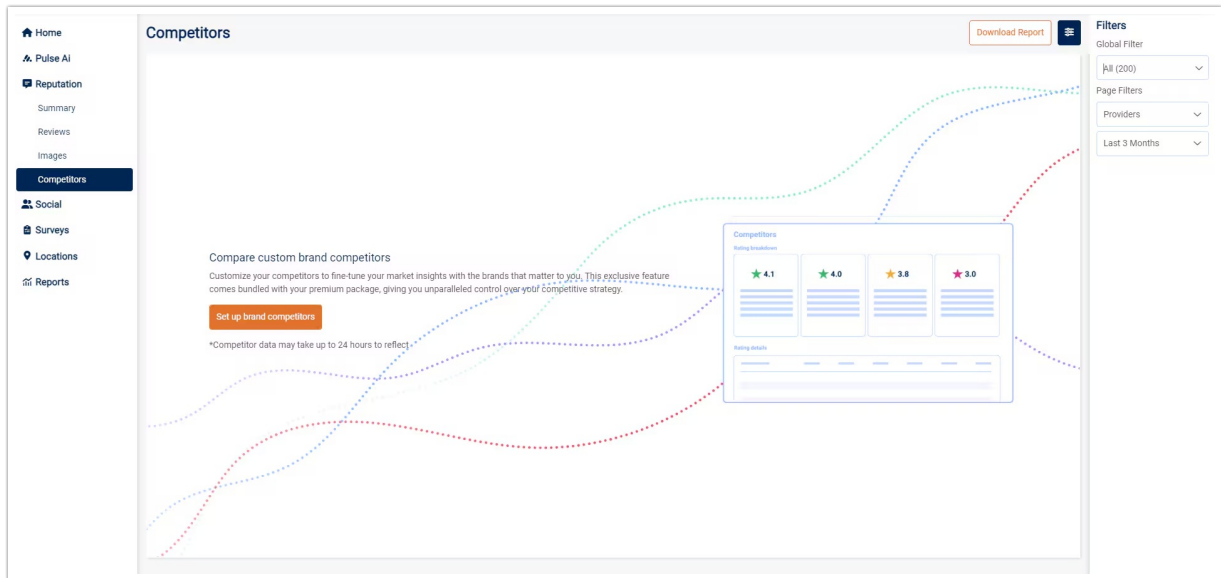
Multiple account configuration

If your Chatmeter account contains multiple accounts within it, you will be prompted to select a specific account, group, or location to view the Competitor Benchmarking data.

Select a specific account, group, or location in the Global Filter to view the Competitor Benchmarking data.
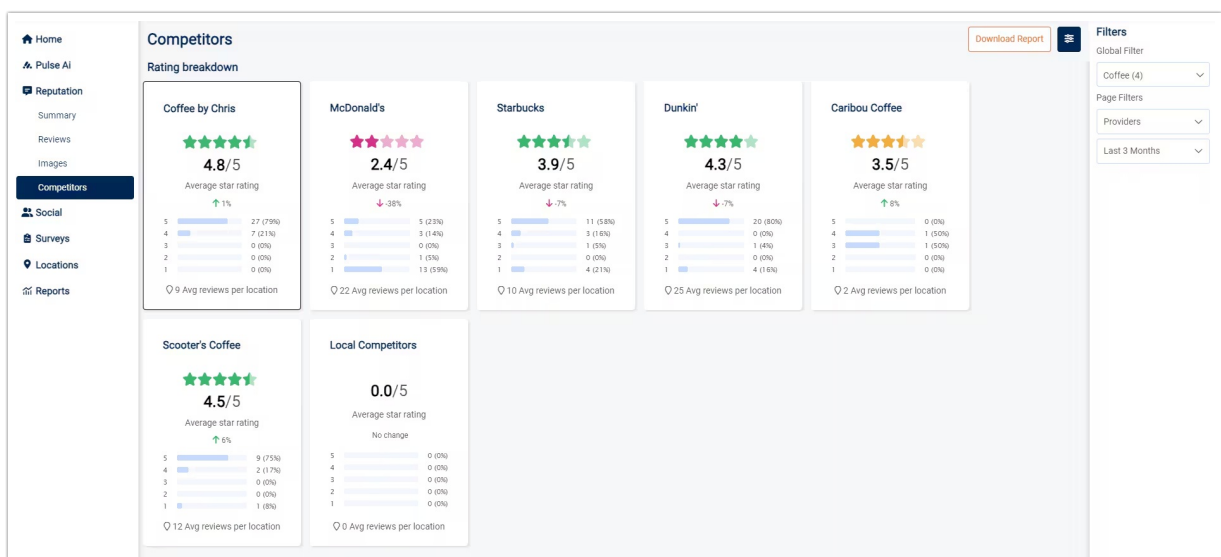
Brand competitors not set up

To view the Competitor benchmarking data, you must set up brand competitors. If you have not set up your brand competitors for the account, group, or location selected in the Global Filter, you will be prompted to set up your brand competitors.

Click the "Set up brand competitors" button to begin setting up your brand competitors.

Brand competitors set up

If you have selected an account, group, or location that has its brand competitors set up, you will be able to view the Competitor Benchmarking data.

Rating breakdown

The Rating Breakdown section will show you how you are comparing against your brand

competitors across various metrics including:

- Average star rating

- Increase or decrease in star rating as compared to the previous period

- The count and percentage of one through five-star reviews

- The average count of reviews per location

In addition to displaying metrics about Brand Competitors, if you have any Local Competitors there will be a card for a roll-up of all of your Local Competitors.

Review details

The Review Details section will show you additional metrics about your Brand Competitors and Local Competitors including:

- Count of monitored locations

- Total count of reviews

- Count of review responses

- Response rate

- Average sentiment of reviews

Review details

Name	Monitored locations	Reviews	Responses	Response rate	Avg sentiment
Coffee by Chris	4	34	0	0.0%	🙂
McDonald's	1	22	0	0.0%	☹️
Starbucks	2	19	8	42.1%	😐
Dunkin'	1	25	0	0.0%	🙂
Caribou Coffee	1	2	0	0.0%	😐
Scooter's Coffee	1	12	0	0.0%	🙂
Local Competitors	6	0	0	0.0%	😐

Filter support

The following filters are supported for Competitor Benchmarking:

- Account

- Group

- Location

- Providers

- Date range

Download support

You can click the "Download Report" button to download a PDF export of the Competitor Benchmarking report.

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