

# Identify markets that will grow your revenue fast and easy

Better informed decisions with market insights



SpotOpp

Digitizing your strategic market analysis



SpotOpp

Better informed decisions

Executives often don't have the market information they need. That's why we created SpotOpp. To digitize your strategic market analysis. Making it fast and easy to identify markets that will grow your revenue.

## What is a strategic analysis

One of the main objectives of commercial organizations is to make profit. A strategic marketing analysis maps all factors that influence that profit. Both inside and outside of your organization. Providing insights on the market and your fit. So you can identify markets that will grow your revenue.

## Why a strategic analysis

When your profit lags behind your ambitions, you can try harder. Add more staff or campaigns. But most of the time your product-market fit is simply not optimal. A strategic marketing analysis allows you to optimize it.

By shifting your attention to alternative markets or expanding internationally. Or adjusting your offer.

Well informed decisions will grow sales while saving time, effort and money on sales and marketing.



## Who needs market insights

You'll want to allocate budgets, sales reps, and marketing activities to markets with the highest potential. Making these markets the basis for your activities. Having all departments work on the common strategy. That requires shared insights. Insights that can help you determine the right priority for each target market. And that allow you to look from different angles to support all department specific decisions.

## Who provides insights

Your marketing staff will gather insights from desk research, surveys and from existing tools you use.

Ideally they also collect the valuable insights from other customer facing staff and specialists within your organization. For instance on product features or operational aspects. Or interesting innovations.



Stakeholders can be located anywhere in the world. Inside and outside your organization. Gathering and storing their input in the cloud with SpotOpp will solve logistical issues.

## Why Digitize

Better data enables smarter, quicker decisions that generate higher returns. But getting the right data is complex. Because of many influencing factors, products, markets and contributors. A proper analysis can take months, while your decisions are often time-bound. Digitizing your analysis allows you to move faster. And update for ever changing factors easily.



## Why use SpotOpp

SpotOpp digitizes your strategic market analysis. Making it fast and easy to identify markets that will grow your revenue. Helping you define the best direction. Other existing marketing technology supports operational activities, and can help you optimize campaigns, channels and spending. Making sure you reach the chosen direction as efficiently as possible.

## What makes SpotOpp unique

SpotOpp is the only tool available that guides you through a full internal and external analysis. Saving you much time (and frustration) from a manual analysis. Automatically asking the right questions, combining input from existing tools and contributors, and creating reports at various levels. And sparing you long strategy sessions with expensive consultancy agencies.





“Rowing harder doesn’t help if the boat is headed in the wrong direction”

Kenichi Ohmae

A strategic market analysis helps you grow sales while saving time, effort and money.

As better data enables smarter, quicker decisions that generate higher returns. Getting shared insights with global stakeholders can be challenging though. That is why SpotOpp digitizes your strategic market analysis. Making it fast and easy to identify markets that will grow your revenue.



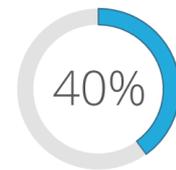
### The best insights

Professional analysis based on 10x more factors and all relevant contributors.



### The best control

A single, shared truth. When you need it. Keep the overview and reduce your effort by 80%.



### The best results

Know which products and markets to target 40% faster. Achieve more than ever.

Sounds interesting?

[Plan a demo](#)