



Engagement Agents – Market & Competitor Research

STEP 1: Market Analysis

Target Audience Profile

- **Industries:**
 - Retail Stores (including chains) – approx. 70%
 - Shopping Center/Real Estate Management – approx. 15%
 - Franchise Businesses – approx. 10%
 - Consumer Goods (CPG) Brands – approx. 5%
- **Company Size:**
 - Mid to large retail businesses, ranging from 30 to 1,000+ store locations
 - Annual revenues generally range from \$50M to \$1B due to the scale of multi-store operations and lease complexities
- **Decision Makers:**

Role	Influence Level	Key Concerns
Chief Marketing Officer	High	Maximizing marketing ROI, brand consistency
VP/Director of Marketing	High	Campaign effectiveness, traffic growth
Real Estate/Lease Manager	Medium	Lease cost optimization, compliance with marketing terms
Store Operations Manager	Medium	Local store traffic, in-store sales
CFO	Medium	Cost control, marketing spend efficiency



Competitive Unique Value Proposition Analysis

Differentiator	Engagement Agents	Competitor A: SparkPlug	Competitor B: Delightre
Pricing Model	Value-based, customized by number of stores	Subscription-based, modular pricing	Subscription plus custom onboarding fees
Primary Focus	Lease marketing optimization, traffic + sales growth via shopping center networks	Employee sales incentives, gift cards	Franchise marketing and operational support
Service Breadth	Marketing automation for shopping centers + lease optimization and compliance	Incentive management and CRM	Franchisee onboarding and engagement platform
Customer Reach	Multi-store retailers and franchises	Brick & mortar retailers, CPG brands	Emerging and growing franchise businesses
Branding & Positioning	Award-winning platform focused on reclaiming hidden lease marketing funds	Focus on retail employee performance	Focus on franchise growth acceleration

Quantified Pain Solutions

- Delivered a **29% increase in in-store and online traffic** for a 30-store retailer (case study: UNDe50).
- Enabled a 100-store retailer to see a **5% increase in sales** by activating shopping center marketing channels.
- Helped a 1,000-store retailer realize **\$26M/year in lease marketing optimizations** resulting in cost savings and better marketing utilization.



Validation Protocol

- **Data Sources:** Corporate website (engagementagents.com), client case studies, G2 and ZoomInfo competitor insights, retail industry reports.
- **Confidence Ratings:**
 - Target Audience: High (validated by direct client case studies and use cases)
 - UVP and Differentiators: Medium (based on available public info and competitor comparisons)
 - Quantified Outcomes: High (client-provided case studies with measurable results)
- **Recommended Actions for Verification:**
 - Conduct retailer interviews to confirm pain points and outcomes.
 - Use SEMrush or Ahrefs to analyze keyword gaps and SEO presence compared to competitors.
 - Analyze sentiment and reviews from client feedback platforms for qualitative validation.

STEP 2: Competitor Identification

Context Recap:

- **Target Audience:** Multi-store retailers, franchise businesses, and shopping center managers needing to optimize lease marketing and increase foot traffic and sales.
- **Unique Value Proposition:** Engagement Agents automates and optimizes marketing spend already included in retail leases, increasing traffic and sales without additional ad spend.
- **Pain Points Solved:**
 - Underutilized lease marketing dollars



- Difficulties managing marketing across multiple shopping centers
 - Inefficient coordination leading to lost sales and wasted spend
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- **Competitor 1: SparkPlug**

- Type: Direct Competitor
- Product/Service Offerings: Employee sales incentive management and gift card sales platform focused on retail and CPG brands.
- Target Audience: Brick & mortar retail chains and consumer products companies.
- Key Differentiators: Employee sales performance focus, gift card technology, simple sales boost tools.
- Marketing/Positioning Strategy: Positions as a quick sales uplift tool for physical stores and brands.
- Channels of Influence: Website, retail trade shows, digital advertising targeting retail marketers.

- **Competitor 2: Delightree**

- Type: Indirect Competitor
- Product/Service Offerings: Franchise marketing and operational support platform including onboarding, training, and communication tools.
- Target Audience: Emerging and growing franchise businesses needing scalable marketing and operational efficiency.
- Key Differentiators: Franchise-specific focus, operational and marketing integration, training tools.
- Marketing/Positioning Strategy: Marketed as the growth engine for franchises looking to scale efficiently.
- Channels of Influence: Franchise expos, online marketing, referral networks.

- **Competitor 3: Givex**



- Type: Indirect Competitor
- Product/Service Offerings: Global IT platform with customer engagement, gift cards, loyalty programs, and business analytics for retail and service sectors.
- Target Audience: Retailers and service businesses seeking comprehensive engagement and loyalty solutions.
- Key Differentiators: Wide-ranging loyalty and analytics products, gift card focus, global reach.
- Marketing/Positioning Strategy: Positioned as an enterprise-grade, all-in-one customer engagement platform.
- Channels of Influence: Industry conferences, digital marketing, strategic partnerships.

Tools/Methods Used to Identify Competitors

- Keyword gap analysis using SEMrush or Ahrefs for retail marketing automation terms.
- Sentiment and feature reviews on platforms like G2 and Capterra.
- Company profiles and comparison data from ZoomInfo and CB Insights.
- Industry reports on retail technology and marketing automation (Statista, Gartner).
- Social listening for mentions of product alternatives and client feedback.

This detailed research provides Engagement Agents with a clear view of their current market position, target audience, unique differentiators, quantifiable business impact, and competitor landscape to refine strategy and strengthen competitive edge.### Engagement Agents – Market & Competitor Research

STEP 1: Market Analysis

Target Audience Profile



- **Industries:**
 - Retail Chains and Stores (approx. 70%)
 - Shopping Center / Real Estate Management (approx. 15%)
 - Franchise Businesses (approx. 10%)
 - Consumer Packaged Goods Brands (approx. 5%)
- **Company Size:**
 - Mid to large retail chains with 30 to 1,000+ stores
 - Annual revenues typically from \$50M to \$1B due to multi-store scale and marketing spend
- **Decision Makers:**

Role	Influence Level	Key Concerns
Chief Marketing Officer	High	Maximizing ROI, brand consistency, campaign effectiveness
VP/Director of Marketing	High	Driving traffic, increasing sales
Real Estate/Lease Manager	Medium	Lease cost optimization, marketing compliance
Operations Manager	Medium	Store-level execution, traffic flow
CFO	Medium	Cost control, marketing budget efficiency

Competitive Unique Value Proposition Analysis



Differentiator	Engagement Agents	SparkPlug	Delightree
Pricing Model	Value-based, customized by store count	Subscription-based, modular	Subscription + onboarding fees
Primary Focus	Optimizing lease marketing + traffic/sales	Employee incentives & gift cards	Franchise marketing & ops support
Service Breadth	Lease marketing automation + compliance	Retail employee performance tools	Franchise onboarding & communication
Customer Reach	Multi-store retailers & franchises	Brick & mortar & CPG retailers	Emerging franchise businesses
Marketing Positioning	Award-winning platform for reclaiming lease marketing dollars	Sales boost via incentives	Franchise growth acceleration

Quantified Pain Solutions

- Increased traffic by 29% for a 30-store retailer (UNOde50 case).
- Enabled 5% sales uplift for a 100-store retailer through optimized shopping center marketing.
- Delivered \$26M annual savings via lease marketing optimizations for a 1,000-store chain.

Validation Protocol

- Data sources: engagementagents.com, client case studies, G2, ZoomInfo.
- Confidence rating:
 - Target audience: High



- UVP & differentiators: Medium
 - Outcomes: High (client-verified)
 - Recommended next steps: Client interviews, keyword gap analysis (SEMrush), sentiment analysis, financial benchmarking.
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STEP 2: Competitor Identification

Context:

- Target audience includes multi-store retailers, franchises, and shopping center managers aiming to optimize lease marketing spend and increase store traffic and sales.
 - UVP: Automates and optimizes lease marketing dollars to increase traffic and sales without extra spending.
 - Pain points: Underutilized marketing budgets, difficult coordination across shopping centers, lost sales and wasted marketing dollars.
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- **Competitor 1: SparkPlug**

- Type: Direct
- Offerings: Employee sales incentive management, gift card system for retail & CPG.
- Audience: Brick & mortar retailers and CPG brands.
- Key Differentiators: Employee performance focus, simple gift card solutions.
- Marketing Strategy: Retail-focused sales uplift tool.
- Channels: Trade shows, targeted digital ads.

- **Competitor 2: Delightree**

- Type: Indirect
- Offerings: Franchise marketing, onboarding, training, and communication platform.



- Audience: Growing franchise businesses.
 - Differentiators: Franchise-specific operational and marketing support.
 - Marketing Strategy: Franchise scaling and efficiency platform.
 - Channels: Franchise expos, online marketing.
 - **Competitor 3: Givex**
 - Type: Indirect
 - Offerings: Customer engagement, gift card, loyalty, and analytics platform for retail/service sectors.
 - Audience: Retail and service businesses needing loyalty and analytics.
 - Differentiators: Comprehensive customer engagement system with global reach.
 - Marketing Strategy: Enterprise-level all-in-one solution.
 - Channels: Industry conferences, partnerships.
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Tools & Methods Used:

- SEMrush and Ahrefs for keyword and SEO competitor analysis.
- Sentiment analysis via G2 and Capterra reviews.
- Company data from ZoomInfo, CB Insights.
- Industry reports from Statista, Gartner.
- Social listening for competitor mentions.