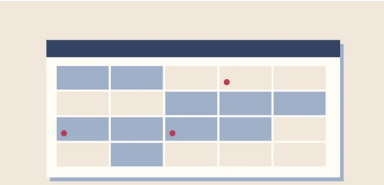
Competitor feature matrix



We compare ten features across five named products with dated evidence links.

Who it helps

Product, marketing and strategy leads

The problem to solve

Competitor claims are difficult to compare when one vendor’s feature name describes a different capability from another’s.

Working through the brief

1. **Define ten comparable features**

   Gather the agreed inputs. Named competitors or comparison criteria and target market.

2. **Collect evidence for five products**

   Track “Comparable feature” and “Product evidence” together so the reviewer can connect the source information to the result.

3. **Record coverage and interpretation**

   Use the matrix to check dated evidence and decide which differences matter to your buyers.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

Two vendors use different names for the same capability. Define the comparison criterion before marking either as a match.

Read the service scope / RES-008

Sparkle Solutions Group Ltd.

info@sparklesolgroup.com +44 20 3307 6468 sparklesolgroup.com

71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, United Kingdom