

# Competitive Intelligence Brief

Week of March 31, 2026

Prepared for Acme Corp

Competitors: Klue / Crayon

# Executive Summary

The most significant competitive week in 3 months — Crayon confirmed their enterprise pivot.

**#1 ACTION** Tell sales: in every demo this week, open with your pricing page and say "we show our prices upfront" — Crayon just removed theirs.

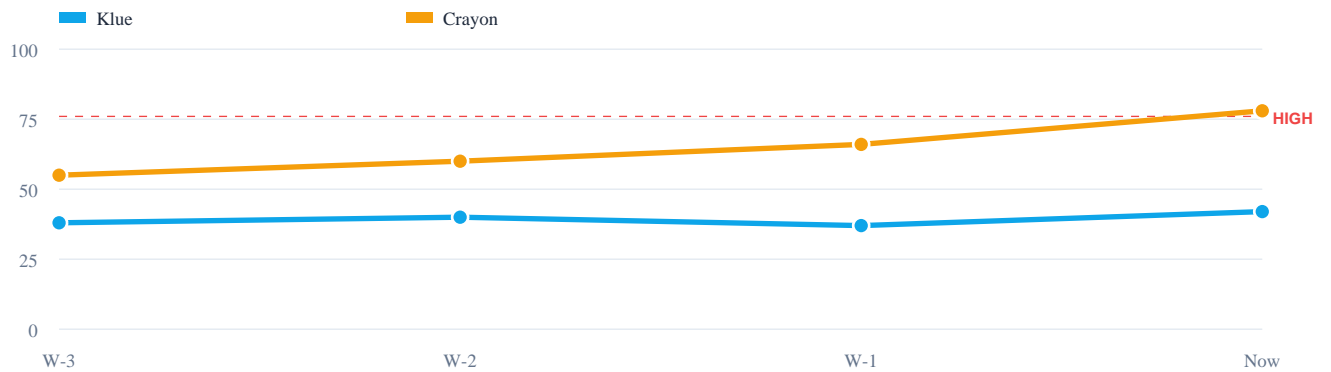
**WHAT YOU WOULD HAVE MISSED**  
 Crayon removed their pricing page on Tuesday and hired a VP of Sales from Salesforce in the same week. Individually these are routine. Together they confirm an enterprise pivot that will put your mid-market pipeline at risk within 60 days. Without this brief, you would have found out when a prospect told you "we went with Crayon — they offered us a custom enterprise deal."

- **1 HIGH** — Crayon enterprise pivot confirmed (VP Sales + pricing removal + content surge)
- **1 WATCH** — Klue stagnant: blog silent week 2, mixed reviews (3.5/5), no strategic moves
- **5 predictions** tracked at 65-85% confidence

<p><b>42</b> /100 <span style="color: green;">+5</span>  <b>Klue</b> <span style="color: green;">WATCH</span>                  LinkedIn surge (9 posts)</p>	<p><b>78</b> /100 <span style="color: red;">+12</span>  <b>Crayon</b> <span style="color: red;">HIGH</span>                  VP hire + pricing removal</p>
---	--

	RATING	SENTIMENT	TOP WEAKNESS
<b>YOU</b>	4.6/5	<span style="color: green;">POSITIVE</span>	<i>Reporting could be more customisable</i>
<b>Klue</b>	3.7/5	<span style="color: orange;">MIXED</span>	<i>The onboarding and support is so bad it isnt worth it</i>
<b>Crayon</b>	4.2/5	<span style="color: green;">POSITIVE</span>	<i>Dashboard can be slow with large datasets</i>

## Signal Score Trends



**Klue**

Signal: 42 | Rating: 3.7/5

**WATCH****SIGNALS**

**Hiring steady:** 10 open roles across 4 departments — no acceleration or cuts

**Content drought:** Zero blog posts this week, down from 3/week average over the past month

**LinkedIn active:** 9 posts this week (up from 4) — mostly event promotions, no product announcements

**ANALYSIS**

**Klue is coasting on brand while their product reputation erodes.** Their 3.5/5 Trustpilot with onboarding complaints is a gift to your sales team — their customers are publicly stating the exact problem you solve better. The blog silence (now week 2) combined with LinkedIn activity focused on events rather than product suggests they are between strategic initiatives. This is your window to take mid-market deals.

**ACTIONS**

**FOR SALES:** Tell reps: when a prospect mentions Klue, ask "how important is onboarding speed?" Their customers rate it 3.5/5 — pivot to our 48-hour guided setup.

**FOR MARKETING:** Brief your content lead: Klue hasn't posted in 2 weeks. Draft 3 posts on their usual topics by Friday — fill the vacuum.

**FOR CS:** Flag any renewal conversations where Klue is mentioned — their onboarding complaints are creating switching opportunities.

**PREDICTION**

**80% confidence** (4-8 weeks)

Klue will maintain current headcount with no significant hiring acceleration

**DRAFT CONTENT**

**Sales talk track (use in demos this week):**

"I noticed you're evaluating Klue — great product for intel gathering. Quick question: how important is onboarding speed to your team? The reason I ask is their customers consistently flag onboarding as a pain point — 3.5 out of 5 on Trustpilot. Our guided setup takes 48 hours, not weeks. Want me to walk you through it?"

# Crayon

Signal: 78 | Rating: 4.2/5

HIGH

## SIGNALS

**[HIGH] VP of Sales hired:** Jason Park joins as VP Sales from Salesforce — 15 years enterprise experience

**[HIGH] Pricing page removed:** Replaced with "Contact Sales" form on Tuesday — classic enterprise pivot signal

**[MED] Content surge:** 3 blog posts this week, all enterprise-focused ("Why Enterprise Teams Choose Crayon", "ROI at Scale", "Enterprise Security")

## ANALYSIS

**This is the most significant competitive move in 6 months.** Three simultaneous signals — enterprise sales leader, pricing removal, enterprise content — confirm Crayon is abandoning self-serve SMB/mid-market. Their 4.2/5 Trustpilot means they have the product credibility to pull this off. But their customers already flag dashboard performance with large datasets — this exact weakness will get worse as they pursue enterprise accounts with 10x more data. You have a 60-90 day window before their SMB customers realise they have been deprioritised.

## ACTIONS

**FOR SALES:** Tell reps: in every demo this week, open with your pricing page and say "we show our prices upfront — no Contact Sales form." Crayon just removed theirs.

**FOR CS:** Tell account managers: any customer mentioning Crayon gets a same-day call this week. Their SMB customers will start feeling abandoned.

**FOR MARKETING:** Brief demand gen: run LinkedIn ads this month targeting 50-200 employee companies that follow Crayon. Message: "Transparent pricing, fast dashboards, dedicated support."

## PREDICTION

**85% confidence** (3-6 months)

Crayon will increase enterprise ACV by 50%+ and stop accepting sub-£10K deals

## DRAFT CONTENT

### Blog post (brief your content lead):

Title: "Why We Will Always Show Our Prices"

Angle: Your competitor just hid their pricing — position transparency as a feature, not a limitation.

Key points: (1) 73% of B2B buyers abandon evaluation when forced to "contact sales" before seeing cost (2) Transparent pricing signals confidence in your value — hiding it signals the opposite (3) End with your full pricing page link and a "no surprises" guarantee.

Target publish: by end of this week to capitalise on the window.

# Strategic Recommendations

## 1. [SALES + CS] Protect mid-market pipeline from Crayon's pivot (This Week)

Tell sales: in every demo, open with your pricing page — Crayon just hid theirs. Tell CS: any customer mentioning Crayon gets a same-day account manager call. Window: 2-4 weeks before Crayon adjusts their messaging.

## 2. [MARKETING] Launch Crayon customer migration campaign (2-4 Weeks)

Brief your content lead: draft a "Switching from Crayon" landing page. Brief demand gen: run LinkedIn ads targeting 50-200 employee companies that follow Crayon. Message: "Transparent pricing, fast dashboards, dedicated support." Their SMB customers will feel abandoned within 60 days.

## 3. [DECISION] Assess Klue blog silence — opportunity or threat? (Week 3)

If Klue resumes with a product announcement, brief product team immediately. If silence continues to week 3+, it signals restructuring or acquisition — tell sales to increase pressure on Klue competitive deals. Their 3.5/5 reviews are a persistent advantage either way.

### Active Predictions

**85%** [Crayon] Crayon will increase enterprise ACV by 50%+ and stop accepting sub-£10K deals (3-6 months)

**80%** [Klue] Klue will maintain current headcount with no significant hiring acceleration (4-8 weeks)

**75%** [Crayon] Crayon will announce a dedicated enterprise product tier with custom SLAs (6-10 weeks)

**70%** [Crayon] Crayon SMB customer churn will increase as support resources shift to enterprise (8-16 weeks)

**65%** [Klue] Blog silence will end with a product announcement or rebrand (6-12 weeks)

### Intelligence Metrics

**100%**

Prediction Accuracy

**28**

Predictions Tracked

# Battle Cards

Updated weekly. Use in demos, proposals, and objection handling.

## Clue

- + Strong brand recognition in CI space
- + Good data aggregation across sources
- + Established customer base in mid-market
- Onboarding rated 3.5/5 — customers call it painful
- Pricing perceived as too high for value delivered
- Blog output declining — possible resource issues

### THIS WEEK'S TALK TRACK

**When:** Prospect says they're evaluating Clue

**Say:** *Their customers rate onboarding 3.5/5 on Trustpilot. Ours takes 48 hours. Want to see the setup?*

## Crayon

- + Strong product-market fit (4.2/5 Trustpilot)
- + Aggressive enterprise go-to-market with new VP Sales
- + High content output — 3 enterprise posts this week
- Dashboard slow with large datasets — will worsen at enterprise scale
- Pricing now hidden behind Contact Sales — buyers hate this
- Abandoning SMB creates orphaned customer base

### THIS WEEK'S TALK TRACK

**When:** Prospect mentions Crayon's enterprise push

**Say:** *Their roadmap is now built for companies 10x your size. Their dashboard already slows down with large datasets. Do you want that trajectory?*

This brief is prepared from publicly available information for informational purposes only. Optilake Ltd makes no guarantee of accuracy or completeness. This does not constitute strategic, financial, or legal advice.