

# Dual Lens Competitive Analysis

Marketing & BA Strategies for Your App  
Success

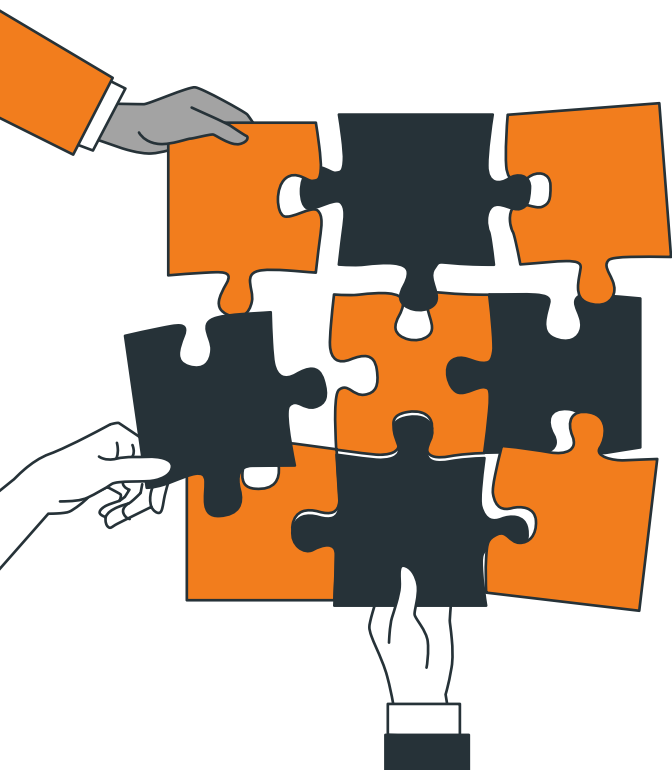
# Intro

Are you looking to develop new solutions and improve interactions with your customers? **Your competitors can help!** Of course, indirectly. That requires looking at them from a professional angle. Or, as we explain further, even two professional angles.

While many businesses have recognized the importance of competitor analysis, a great share of them don't conduct it with the depth and professionalism required. The tragedy? Analysis results fall short of driving product improvement.

Traditional competitive analysis tends to focus solely on marketing strategies. Our approach at Anadea provides a more comprehensive view of the market. **Marketing Competitive Analysis (MCA)** and **Business Analysis Competitive Analysis (BACA)** are two approaches that, bound together, can help you gain a deeper understanding of the market and your competitors.

Marketers assess such factors as advertising, customer acquisition cost, and brand perception. On the other hand, business analysts examine the business model, including the product or service offering and customer experience.





As our client, a **fintech company**, sought to improve their **open banking platform**, Anadea's business analysts and marketers set to work.

For illustrative purposes, this eBook will focus on analyzing three well-known open banking platforms: **Plaid, Stripe, and Yodlee.**

**Step by step**, you will follow the process of decomposing the competitors' marketing and business models, and again be surprised by what professionals are capable of.



This eBook isn't a mere aggregation of publicly available articles and studies; it's a gateway to **cutting-edge, proprietary insights**. Abandon outdated methodologies and benefit from innovations such as **the Babich method** of Marketing Competitive Analysis. So are you ready to dive into the blend of marketing and business analysis, research and innovation?

**Let's get started!**

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# Marketing Competitive Analysis

Before you can truly excel in your industry, you need to know who you're up against. In this part of the guide, we will walk you through identifying, categorizing, and analyzing your marketing competitors.