

◆ OPEN-SOURCE AI PLAYBOOK · FOR MARKETING

Competitor Watch

You hear about a competitor's new price or launch when a deal is already lost.

THE SYSTEM

Watches competitors' sites, pricing, ads and posts, and sends a weekly "what changed and what it means" digest.

🕒 BUILD TIME

2-3 days

🔧 HOW IT'S BUILT

No-code

🛠️ WORKS WITH

Slack or Teams or
Google Workspace or
Microsoft 365

👤 OWNER

Product marketing
lead

How it works: a daily radar sweep, read by a person every Monday



SLICES: WHAT IT WATCHES, PUBLIC PAGES ONLY

- Pricing** Pricing and plan pages
- Product** Changelogs, release notes and help docs
- Ads** The public Meta and LinkedIn ad libraries
- Hiring** Careers pages and job posts
- Content** Blogs, newsletters, webinars and company posts

RINGS: HOW CLOSE IT GETS TO YOU

Act on it Touches your price, your positioning or what sales says this week.

Worth knowing A direction to watch. In the digest, one line each.

Logged Kept in the history so nothing is lost. Not in the headline.

BLIPS: ONE PER CHANGE, BY COMPETITOR

- Brightledger
- Numbersmith
- Rowan Analytics
- Stackwise

👁️ 1. Check

EVERY MORNING

Visits each watched public page and ad library, and saves a copy.

🔄 2. Compare

SECONDS LATER

Finds what's different from the last copy and ignores noise like dates and banners.

🔍 3. Judge

SECONDS LATER

Reads each change against your price list and positioning in the Company Brain, then places it on the radar.

👤 4. You decide

MONDAY, 8 AM

The digest goes to the product marketing lead, who decides what happens next.

This week's change log

	PRICING	PRODUCT	ADS	HIRING	CONTENT
● Brightledger	1 Pro plan cut from \$59 to \$49 a seat	No change	3 Six new ads: "Switch from Fieldnote in a day"	9 One product designer role	No change
● Numbersmith	No change	2 AI forecasting launched, in beta on all plans	No change	5 Four enterprise sales roles, East Coast	11 Weekly newsletter, no new themes
● Rowan Analytics	No change	7 QuickBooks integration added	10 Two ads refreshed, same message	No change	6 New webinar series on month-end close
● Stackwise	4 Free plan removed, 14-day trial instead	No change	No change	No change	8 Two blog posts on report templates

☒ Act on it
 ☐ Worth knowing
 ☐ Logged

Sample week: Fieldnote and its four competitors are fictional companies. The digest goes to one owner, who decides what happens next.

Can we build it? FOR YOUR TECH LEAD

Tools you'll use

Watching public pages	Visualping	or Distill.io, a daily page check in n8n
Ads your competitors run	Meta Ad Library and LinkedIn Ad Library	or Google Ads Transparency Center
Running the steps	n8n	or Make, Zapier
Judging changes and writing the digest	Claude	or ChatGPT, Gemini
Your price list, positioning and battlecards	Company Brain	or a shared doc

Three ways to build it

Start simple Half a day

Point Visualping at each competitor's pricing, product and careers pages. Once a week, paste the alerts into a saved Claude prompt.

Production 2-3 days

n8n checks every page and ad library each morning, saves and compares copies, has Claude judge each change, and sends the Monday digest.

Custom 1-2 weeks

Adds review sites, a searchable history per competitor, and battlecard update drafts for the owner to approve.

Access it needs

- ◆ Nothing from your competitors: it reads public pages, like any visitor
- ◆ Read access to your price list, positioning and battlecards
- ◆ A sheet for the change log, and one Slack channel or mailbox for the digest

Guardrails

- ◆ Public sources only: no logging in to competitor products, no fake sign-ups, nothing behind a paywall
- ◆ Follows each site's terms and robots rules, and checks once a day
- ◆ Every item links to a saved copy of the page and the date it changed
- ◆ The owner decides what happens. Nothing in your pricing, pages or battlecards changes without them

What to measure

- ◆ Changes you saw before a buyer told you
- ◆ Days from a competitor's change to the owner's inbox
- ◆ Share of "act on it" items that led to an action
- ◆ Items marked as noise, which should fall each month

Who builds and runs it

A product marketing or marketing ops person sets it up in 2-3 days; no engineer needed. Then the product marketing lead owns it: about 30 minutes each Monday to read, decide and pass the right items to sales.



◆ FREE, OPEN SOURCE, NO SIGN-UP

20 AI systems every company should *build first.*

This playbook is one of 20. Each one solves a problem almost every company has, and shows how the system works, the tools it runs on, how long it takes to build and where a person signs off. Read them all, download any of them, and send them to your team.

[See all 20 playbooks →](#)

START HERE

01 Company Brain

FOR EVERY TEAM

02 Meeting-to-Action

03 Instant Customer Answers

FOR MARKETING

04 Static Ad Creative System

05 Content Engine

06 Competitor Watch

07 Campaign Performance Report

FOR SALES

08 Speed-to-Lead Responder

09 Account Research & Outreach

10 CRM Autopilot

11 Proposal Builder

12 Pipeline Review Prep

FOR LEADERS

13 Automated Morning Brief

14 Weekly Business Review

15 Board & Investor Update

FOR OPS, FINANCE AND HR

16 Sales-to-Delivery Handoff

17 Invoice & Collections Chaser

18 Candidate Shortlist System

19 Contract Risk Review

20 New-Hire Onboarding

WANT HELP BUILDING IT?

We'll build your first AI systems with your team.

In a free 30-minute call with our founder, we'll look at your tools and your week, and pick the playbooks that would save you the most time first.



Pallav Kaushish

Co-Founder, AIxGrowth

Free 30-minute call · No commitment

[Book a Strategy Call →](#)