

Your activation is complete. But when you need to know if you won, you have no idea. The failure isn't your measurement. It's how you compare. Most activation teams measure their own results. **Kollysphere** has seen what good comparison looks like—and the difference between internal measurement and competitive benchmarking is the difference between "we did well" and "we won".

What Competitor Benchmarks Actually Cover

Basic understanding is "compare single metrics". But proper competitor benchmarks cover critical comparisons. Share of voice. Sentiment comparison. Relative engagement rates. How many people did you reach. Audience overlap. Innovation and differentiation.

That's an entirely different level of understanding than "we got 5,000 visitors". **Kollysphere agency** builds competitor benchmark reports—because ignoring the competition limits strategy decisions.

The Five Benchmark Types Every Activation Should Track

Benchmark one: percentage of category conversations. Why it matters: what's your category position. Second metric: vs competitors. Why matters: what's your reputation position. Engagement: engagement rate comparison. Why matters: are you building better connections. Benchmark four: cost per reach. Why matters: how efficient is your activation. Fifth metric: how differentiated are you. Why matters: how distinctive is your brand.

Kollysphere compares across competitors—because limited comparison misses critical position data.

What They're Missing

Common gap: measuring what you did. What this creates: you don't know [marketing activation agency brand activation agency best brand activation agency for product launches](#) if you're winning. Second gap: easier to ignore. Why matters: opportunities are missed. Third gap: when to compare. Why matters: benchmarking is inconsistent. Reason four: your activation vs the market. Why matters: missed competitive moves.

Kollysphere agency delivers competitive intelligence—because limited perspective leads to strategy blind spots.

What Good Benchmarking Looks Like

Example one: a mobile network operator national campaign. **Kollysphere** compared against top 3 competitors. Results: brand was #2 in share of voice but #1 in positive sentiment. Outcome: ROI improved 28%. The competitive intelligence justified budget allocation.

Example two (not Kollysphere): a FMCG brand ran an activation. Results: team was happy. Competitor benchmarks (run later): competitor had 2x share of voice. The limited perspective brand lost share without knowing why.



Our Competitive Intelligence Framework

Phase one: we both direct and indirect. Phase two: we monitor brand conversations. Phase three: we compare across all five benchmarks. Insight generation: we uncover competitive weaknesses. Phase five: <https://kollysphere.com/brand-activation> we show competitive position.

This comprehensive framework means you know your competitive position.

What to Ask Your Activation Partner About Competitor Benchmarks

Start here: "How do you compare performance?" Second ask: "Share of voice?" Question three: "How often do you update?" Fourth ask: "Can you show me a competitor benchmark report from a previous campaign?" Fifth ask: "How do you make it actionable?"

If an has no benchmarking process, strategy will have blind spots.

Know If You're Winning

Self-assessment show you what you did. Market context reveal competitive advantage. **Kollysphere** delivers comparative intelligence. We'd rather invest in competitive intelligence than assume we're winning.

Worried you're missing competitive context? Then request our competitor benchmark framework and let's build strategy based on market reality.