

# Brand Competition Page

How does your brand's online reputation compare to competitors?

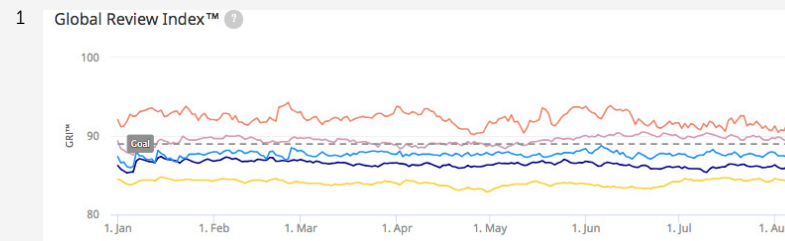
ReviewPro allows you to benchmark, track and analyze your brand's reputation relative to competitor brands in key areas.

## Key Features

- View a snapshot of how your brand is performing relative to competitors.
- Track brands with hotels in the same destinations as yours.
- Monitor changes over time, drawing from up to three years of historical data.
- Download and schedule reports to keep team members in the know.

## Key Benefits

- Identify strengths, weaknesses and opportunities relative to competitors.
- Identify opportunities to increase bookings, review volume and guest satisfaction.
- Use insights to improve brand positioning, operations, and sales & marketing to stay ahead of the competition.



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Establishment	Index	Reviews	Competitive Quality Index™
<input checked="" type="checkbox"/> Competition Average	86.5%	-0.4268,654 +29,921	
<input checked="" type="checkbox"/> Brand 1	92.2%	-1.2 6,176 -523	107.4%
<input checked="" type="checkbox"/> Brand 2	89.5%	-0.2119,545 +1,427	103.8%
<input checked="" type="checkbox"/> Brand 3	88.3%	-2.318,297 -504	102.3%
<input checked="" type="checkbox"/> My Hotels	87.7%	+0.4253,293 +39,232	101.4%
<input type="checkbox"/> Brand 4	85.9%	+0.1347,962 +57,581	99.1%
<input type="checkbox"/> Brand 5	85.2%	0.0623,164 +46,245	98.1%

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Sources	Index	Reviews	Positive Mentions
<input checked="" type="checkbox"/> GRI™	4 / 9 =	5 / 9 =	6 / 9 ↑ 1
<input checked="" type="checkbox"/> Booking	4 / 9 ↑ 1	5 / 9 =	5 / 9 ↑ 1
Brand 1	82.6% +0.1	223,985 +26,219	66% 34% +1.1
Brand 2	83.1% -0.3	216,936 +24,567	64% 36% +0.5
Brand 3	83.8% +0.6	177,803 +38,515	72% 28% +0.3
Brand 4	83.6% +0.1	151,173 +16,290	69% 31% +0.1
My Hotels	85.5% +0.1	100,121 +17,164	70% 30% +0.6
Brand 5	85.8% -0.3	41,898 +7,936	66% 34% +0.9

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Departments	Index	Reviews	Positive Mentions
<input checked="" type="checkbox"/> GRI™	4 / 9 =	5 / 9 =	6 / 9 ↑ 1
<input checked="" type="checkbox"/> Service	5 / 9 =	3 / 9 =	6 / 9 =
Brand 1	85.5% -0.6	64,691 -50,059	72% 28% -1.7
Brand 2	82.4% -0.3	26,221 -12,941	72% 28% -1.3
My Hotels	87.1% -0.2	25,951 -12,917	77% 23% -0.9
Brand 3	85.6% -0.4	25,700 -12,097	75% 25% -1.3
Brand 4	85.3% +0.2	22,103 -15,237	80% 20% -1.5
Brand 5	87.7% -1.0	20,888 -15,941	78% 22% -1.9

### 1. Global Review Index™

Use ReviewPro's industry-standard reputation score to set goals and benchmark your brand's reputation relative to competitors.

### 2. Competitive Quality Index™

Use the CQI™ to measure your market share of guest satisfaction relative to competitors.

### 3. Sources

Compare reputation scores, rankings, review volume and review sentiment on every review source.

### 4. Departments

Track and compare indexes, rankings, review volume and sentiment in key areas like service, value and cleanliness.

### 5. Countries and Languages

Track the countries and languages from which your reviews originate and compare performance to competitors.

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