

Competitive Analysis Template

		EventBrite	Competitor 2	SnapChat	FaceBook
		Direct Competitors		Indirect Competitors	
Company Profile	Comapny Highlights	Platform to plan, promote, and sell event tickets World's largest event technology platform		The fastest way to share a moment 178M daily active users and counting	Social utility to connect with the people around you 61% MS in social logins
Key Competitive Advantage					
Target Market	Market Information	Organizers and Attendees of events ~ "Bringing the world together through live experiences"		Between 13-34 (80% of users) Personal use/ marketing tool for business	Individuals, businesses of all sizes 61% "Cost-effective advertising w/ maximum outreach"/"Largest social network today"
Market Share					
Marketing Strategy					
Products & Services	Product Information	App downloaded by users, self-service % of sale & fixed dollar amount per paid ticket		Snapchat App w/ features Content distribuion w/ media, premium geofilters	iOS/Android Application, web browser version User-created advertisements (boosted posts), outside advertisements on page. Distribute user data.
Pricing					
Distribution Channels					
Strengths	SWOTT Information	Well-established, trusted medium for ticket sales/event management Solely focuses on ticketed events and sale of tickets Create business model to support non-ticketed events Competetitor that offers same service for non-ticketed events		Large and consistently-growing user base, people familiar with app interface Only major media outlets have access to "Discover" feature (promoted content) Enable small businesses to promote their accounts to users near them that do not follow Could be made irrelevant w/ technological advances in OS changes	Massive # of users, ton of data to be collected and used from users People growing weary of Facebook selling data; may still use but not post as much information Further develop advertising models for businesses. One of most cost-effective platforms available today. People may not want to be on social media forever, could start trending downwards.
Weaknesses					
Opportunities					
Threats					
Trends					