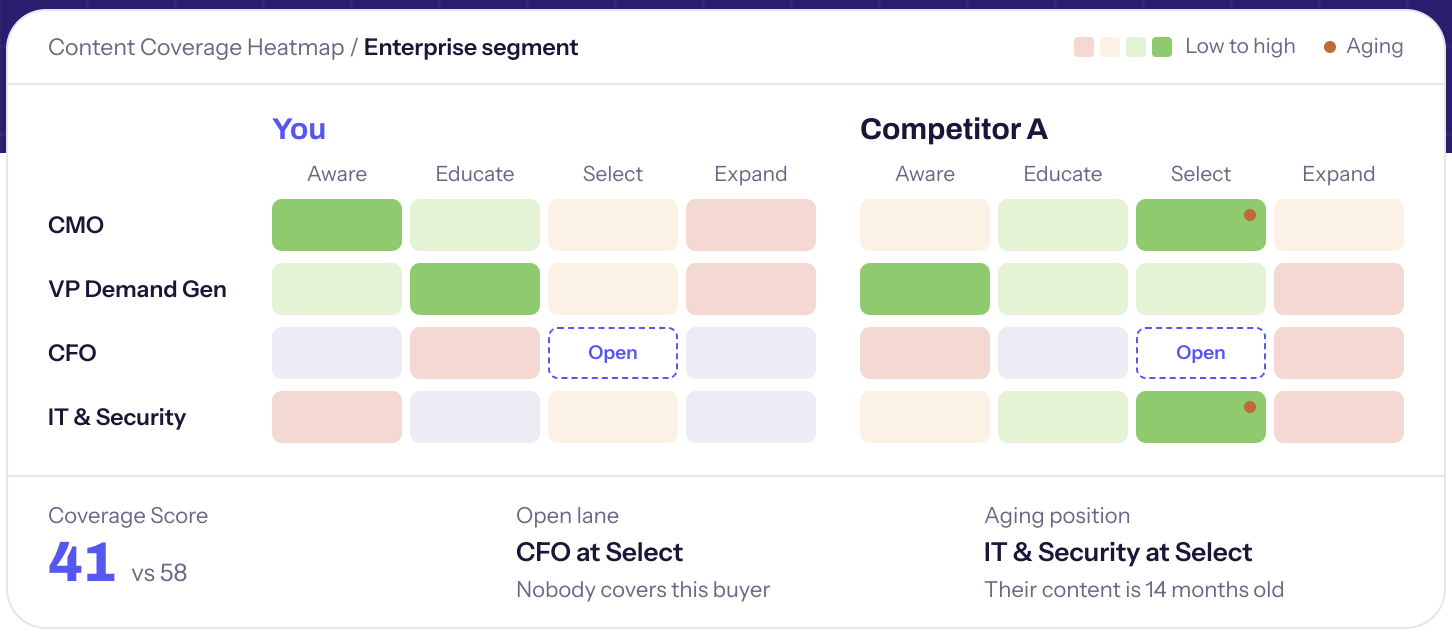
Competitor coverage for product marketing

See which buyers your competitors are built for

And which ones nobody is covering yet.



What it is

Competitor coverage analysis inside the Content Coverage Heatmap.

Built for

Product Marketing Managers at B2B companies.

What you get

Your Coverage Score, a competitor coverage map, open lanes, and freshness on their strongest positions.

HOW IT WORKS

See where competitors are focused, and the buyers they've left open.

Step 1

Add your site, segment, and competitor

Start with the segment that matters most this quarter and the competitor you meet most in deals.

Step 2

VelocityEngine maps both libraries

It reads the public content, infers the buying committee for that segment, and scores each persona at each stage, for you and for them.

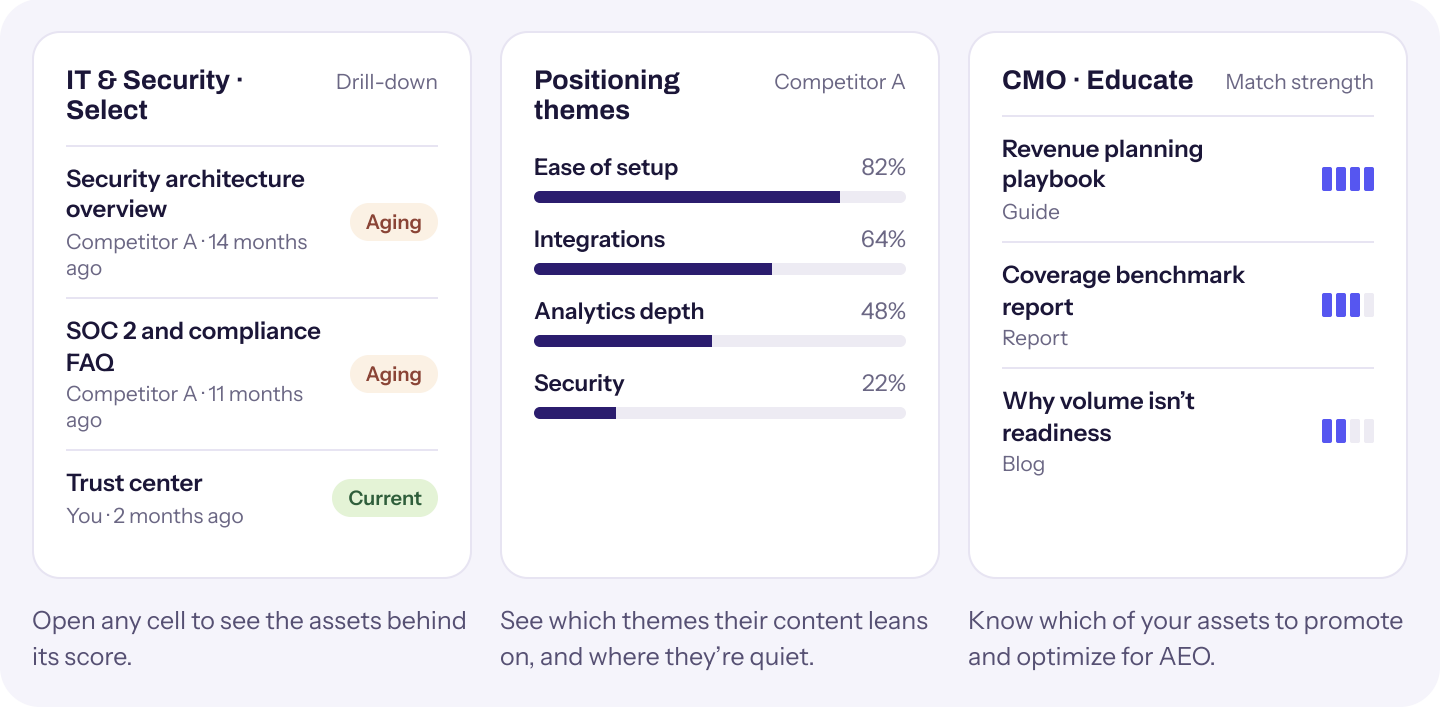
Step 3

See where you lead and where you don't

Where you lead, where they lead, and the open lanes nobody covers. Open any cell to see the assets behind its score.

INSIDE THE HEATMAP

Every finding traces back to real assets.



Open any cell to see the assets behind its score.

See which themes their content leans on, and where they're quiet.

Know which of your assets to promote and optimize for AEO.

KEY CAPABILITIES

Coverage Score	One number for how much of your revenue plan your content covers, giving you a baseline to compare against competitors and track over time.
Persona-level comparison	Shows where a competitor is covered and exposed, persona by persona, so you see their real focus, not just their keyword footprint.
Open lanes	Flags buyers no one is covering, such as the CFO at selection, so you can own those positions before anyone else notices.
Freshness	Shows how recent a competitor's strongest coverage is, since aging positions are the easiest to overtake in AI answers.
Positioning themes	Surfaces the themes a competitor's content leans on, so you can differentiate on substance, not adjectives.
Cell drill-down	Opens the specific assets behind any score, so every finding can be checked and shared with sales.
Match-strength ranking	Ranks your strongest content for each buyer, showing which assets to promote and optimize for AEO.

WHAT YOU GET

Positioning on evidence, not on what competitors already say.

Battlecards built on evidence

Replace “they claim X” with “they have nothing for this buyer at this stage; here’s ours.”

Positioning where competitors are thin

Build your story around the personas and stages they’ve skipped, so you’re different by default.

A clear refresh list

Know which of their strongest positions are aging, and sharpen your messaging there first.

A “why us” sales can trust

Every claim traces back to the assets behind the score.

HOW IT’S DIFFERENT

Other approaches show what a competitor publishes or ranks for. The heatmap shows which buyers they’ve built content for.

It works alongside your SEO tools: use the heatmap to decide which buyers to go after, then keyword and AI visibility data to pick the terms and prompts.

	Manual audits	Keyword and AI visibility tools	Content Coverage Heatmap
Analyzes	Messaging and pages	Keywords and prompts	**Buyers by segment, persona, and stage**
Tied to your revenue plan	No	No	**Yes**
Finds open lanes	By intuition	Topics nobody ranks for	**Buyers nobody covers**
Spots aging positions	Rarely	After rankings drop	**Before, from publish dates**
Stays current	Redone each quarter	Yes	**Yes**

See where you stand against the competitor you meet most.

Add your site and priority segment to see your Coverage Score, buyer by buyer.

Get your coverage score

Book a demo