

PLAY #18:

COMPETITIVE INTENT INTERCEPT

Reactive | Top-to-mid funnel | Signal-aware + fast-moving

Sometimes, your next best deal is already deep in someone else’s funnel. This play is your chance to reroute it.

A competitive intent intercept campaign is triggered when a target account starts showing interest in a known competitor on review sites like G2, through keyword spikes, or via social activity. The goal? Get in early, flip the narrative, and shift their frame of reference before they take the next call.

Unlike traditional nurture, this play isn’t about volume. It’s about precision timing and direct counter-positioning that speaks directly to what that buyer is likely evaluating.

What it looks like in action

Tactic	Description
Detect competitive signals	Use tools like 6sense, Demandbase, Bombora, or G2 to detect competitor activity, then use Tofu to map those signals to account tiers and trigger the right play.
Drop a side-by-side explainer	Serve up a landing page or forwardable one-pager comparing your product to the competitor, aligned to the buyer’s role. Think: “Why IT teams switch from X to Y” or “How [Your Tool] saves 40% vs. [Competitor].”
Launch contrast ads in real time	Spin up visual LinkedIn or display ads that highlight the gaps: feature-by-feature, use-case-by-use-case. Bonus: create ads that change based on competitive interest. Tools like Metadata or Mutiny can support this.
Send a ‘Why We Win’ kit	Deliver a curated asset bundle tailored to the competitor in question. Example: customer win stories, decision matrices, or video demos that break down real-world differences.
Build rapid-response battlecards	Within 24 hours of the signal, send a punchy comparison one-pager via AE or SDR. Auto-populate using Tofu and AI tools.

WHY IT WORKS:

When buyers are actively evaluating, small signals create big openings. This play lets you enter the conversation early—not as a challenger, but as the alternative they didn't know they needed.