



FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Competitor Analysis

Automate competitor research: collect updates, summarize changes and generate weekly competitive intelligence briefs.

MARKETING & ANALYTICS

ADVANCED

ABOUT 3 HOURS SETUP

OVERVIEW

Competitor Analysis

Automate competitor research: collect updates, summarize changes and generate weekly competitive intelligence briefs.

CATEGORY	DIFFICULTY	DURATION
Marketing & Analytics	Advanced	About 3 hours setup

What you use it for

Product marketing and strategy teams.

Tools in this workflow

OpenAI API · n8n · Supabase · Resend Email API

How to implement it

1

Track competitor sources

Identify and monitor your competitors' most important sources to gain valuable insights into their strategies and activities.

WHAT YOU NEED TO DO

1. Create an account with n8n and log in.
2. Create a new workflow and add the HTTP Request Node.
3. Configure the Node to regularly query the URLs of your competitors' websites.
4. Save the results in a data structure within n8n.
5. Test the workflow to ensure that the data is correctly captured.

CHECK AT THE END

- ☐ n8n account created and logged in
- ☐ HTTP Request Node correctly configured
- ☐ Data structure for results created

RESULT

A n8n workflow monitoring your competitors' sources is set up.

2

Collect new content and updates

Collect new content and updates from identified competitor sources on a regular basis to stay informed about the latest developments.

WHAT YOU NEED TO DO

1. Fulfillment: Add another HTTP Request Node to your existing n8n workflow.
2. Configure the Node to specifically search for new content on competitor websites.
3. Use filters to capture only relevant updates.
4. Store the new content in a Supabase database.
5. Scheduling: Plan the workflow to run regularly.

CHECK AT THE END

- ☐ HTTP Request Node configured for new content
- ☐ Supabase database connection set up
- ☐ Scheduling plan created

RESULT

An active workflow that collects and stores competitor content is established.

3

Summarize changes with AI

Use AI-powered tools to analyze and summarize collected content, getting a quick overview of the most important developments.

WHAT YOU NEED TO DO

1. Integrate the OpenAI API Node into your n8n workflow.
2. Configure the node to send the collected content to the OpenAI API.
3. Use the GPT-4 model to generate summaries of the content.

4. Save the summaries in the Supabase database.
5. Test AI-generated summaries for accuracy and relevance.

CHECK AT THE END

- ☐ OpenAI API Node correctly integrated
- ☐ Summaries stored in Supabase
- ☐ Summaries tested for accuracy

RESULT

Automated summaries of collected content are available.

4

Store insights over time

Save your insights in a structured database to track trends and changes over a longer period.

WHAT YOU NEED TO DO

1. Create a table in Supabase for storing summaries and insights.
2. Configure the n8n workflow to write data into this table.
3. Add fields for Date, Source, and Summary.
4. Verify that data is correctly and fully stored.
5. Set up backups for the Supabase database.

CHECK AT THE END

- ☐ Supabase table for insights created
- ☐ Database fields correctly configured
- ☐ Data integrity verified

RESULT

A structured database stores all gained insights over time.

5

Send weekly briefs

Create and send weekly information briefs that summarize collected insights to keep your team informed.

WHAT YOU NEED TO DO

1. Integrate the Resend Email API Node into your n8n workflow.
2. Configure the Node to send weekly emails with the latest summaries.
3. Create an email template with relevant data fields.
4. Test the email send to a test address.
5. Schedule the workflow to send emails weekly.

CHECK AT THE END

- ☐ Resend Email API Node correctly integrated
- ☐ Email template created and tested
- ☐ Weekly send plan set up

RESULT

Weekly information briefs are automatically sent to your team.

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

Resend Email API

<https://resend.com/?ref=flowmatrix>

Official URL

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