

B2B: Market Intelligence Hidden Inside Your Sales Team

How B2B Companies Use Market Mapping to Win More Customers, Protect Margins, and Grow Market Share

"However, there is a lack of information for most B2B verticals, leading many B2B organisations to rely often on internal or anecdotal information ..."

Euromonitor International [Read the article](#)

Every B2B company is sitting on millions in hidden market intelligence — but most never capture it.

Sales teams know:

- Which competitors are winning
- Where pricing pressure is increasing
- Which customers are growing
- And where the next opportunities exist

Yet this information remains trapped in spreadsheets, emails, CRM notes, and individual conversations.

Market mapping transforms fragmented sales knowledge into structured market intelligence — giving B2B companies a live market map of customers, competitors, opportunities, and market share.

Executive Summary

B2B companies often make strategic decisions with incomplete market visibility.

Questions like:

- Which customers have the highest growth potential?
- Where are competitors gaining market share?
- Which product gaps are costing revenue?
- Where should sales teams focus next?

...are frequently answered using assumptions instead of data.

Market mapping helps companies solve this problem by converting sales team knowledge into structured market intelligence.

Using market mapping, companies can:

- Estimate total customer demand
- Understand competitor share-of-wallet
- Identify growth opportunities
- Prioritize accounts
- Optimize product strategies
- And improve commercial decision-making

The result is a clearer view of the market — and better decisions across sales, product management, and leadership teams.

marketm.app is a software developed to make market mapping easy and keep the data safe.

The Hidden Problem in B2B Markets

Unlike consumer industries, most B2B markets operate with very limited transparency.

Companies rarely have access to:

- Reliable market size data
- Competitors share information
- Customer-level demand insights
- Or product-level market intelligence

As a result, many commercial decisions rely on:

- Anecdotal feedback
- Incomplete CRM data
- Isolated spreadsheets
- Or gut feeling

This creates major risks:

- Missed opportunities
- Weak territory planning
- Pricing pressure
- Inefficient sales coverage
- And slow product adoption

The companies that outperform competitors are the ones that systematically capture and use market intelligence.

That is where marketm.app creates value.

Your Sales Team Already Knows the Market

B2B sales representatives spend thousands of hours with customers every year.

They understand:

- Customer demand
- Competitor activity
- Pricing dynamics
- Purchasing behavior
- Production trends
- And changing customer priorities

In most companies, this intelligence remains undocumented or scattered across conversations and spreadsheets.

marketm.app gives companies a structured way to capture and organize this knowledge — turning frontline commercial insights into actionable market intelligence.

Even directional estimates can dramatically improve decision-making when knowledge is combined across territories, customers, and product segments.

Why Companies Choose marketm.app

1. **Centralized Market Intelligence**

Replace fragmented spreadsheets and disconnected CRM notes with one structured market mapping platform.

2. **Better Sales Prioritization**

Identify where the largest growth opportunities exist and focus sales resources more effectively.

3. **Competitor Visibility**

Track competitor presence, pricing pressure, and share-of-wallet at customer level.

4. **Smarter Product Decisions**

Understand where product gaps exist and where innovation can generate measurable market impact.

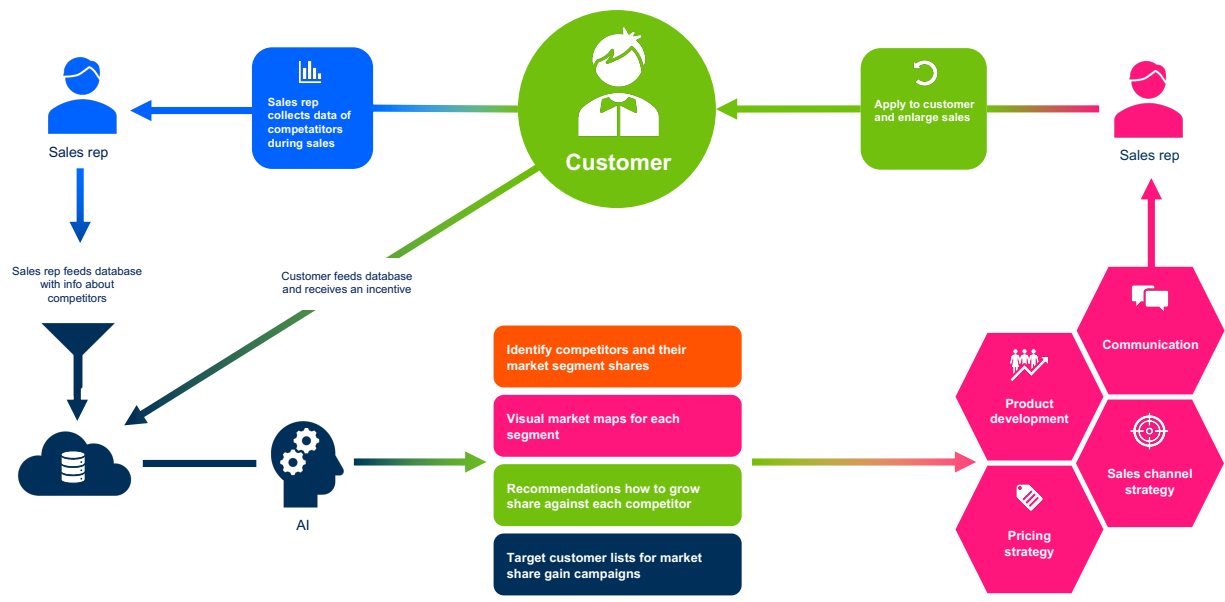
5. **Faster Strategic Decisions**

Give leadership teams reliable market insights instead of anecdotal reporting.

6. **Cross-Functional Alignment**

Sales, marketing, product management, and leadership teams work from the same market reality.

How marketm.app works



1. Capture Sales Intelligence

Sales teams document customer demand, competitor activity, and opportunity insights directly within the platform.

Example input screen for logistics customers

Log-A

DESTINATION	SERVICE	# PARCELS/MONTH	WEIGHT UP TO KG	PRICE PER PARCEL (€)	
Iberia	International Parcel	500	0.5-1 kg	5.93	
Iberia	International Parcel	250	1-2 kg	6.1	
Iberia	International Parcel	250	2-5 kg	6.45	

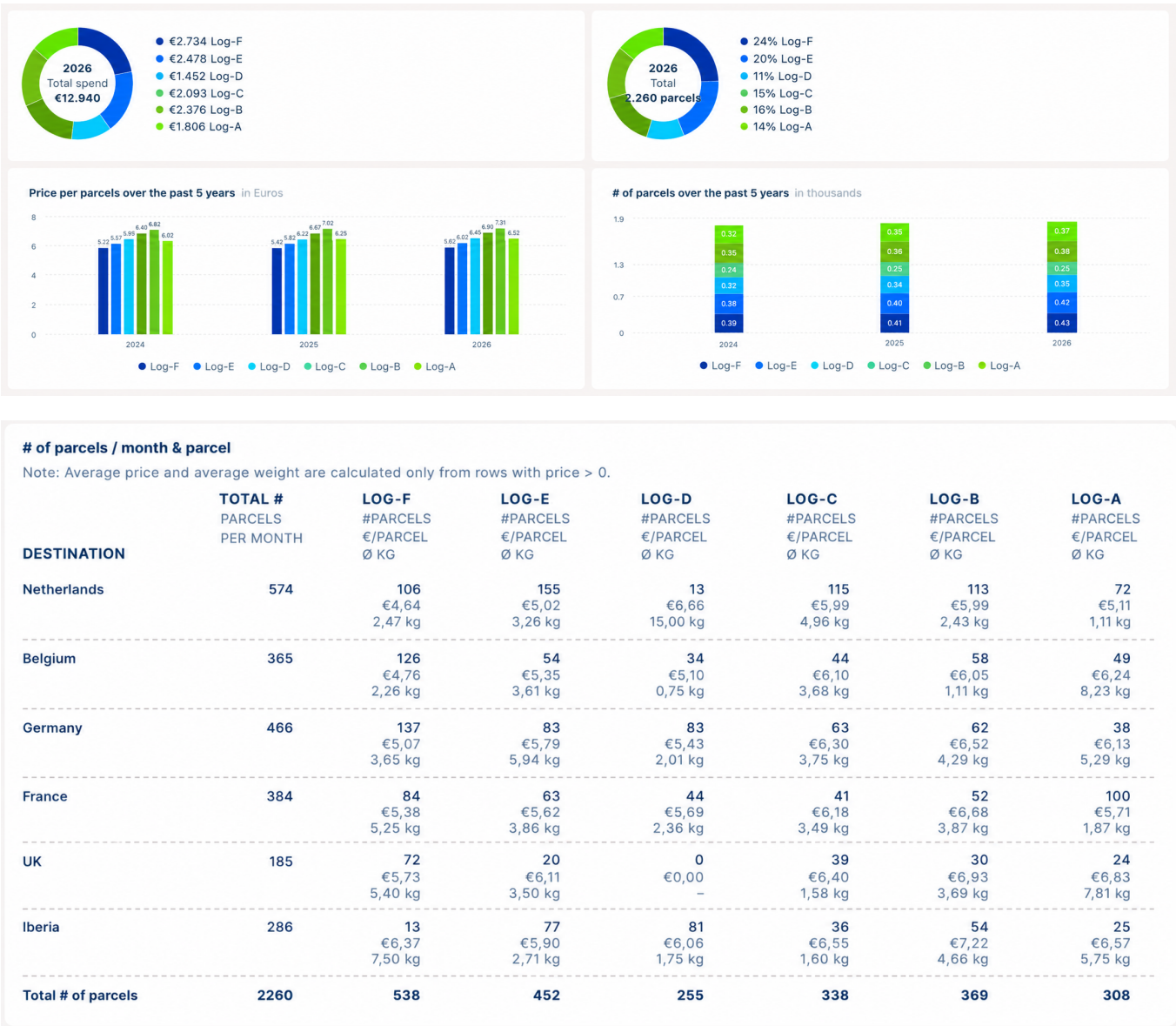
NOTES
Delivery 100% next day, 50% even before 11am. Few damages and customer complaints.

Source: marketm.app for Logistics - Data capture screen by supplier (competitor)

2. Structure the Data

marketm.app organizes this information into a unified market map across customers, territories, products, and competitors.

Example: Customer dashboard with share, trend and price overview



3. Generate Actionable Insights

Companies gain visibility into:

- Market potential,
- Competitor share,
- Growth opportunities,
- Pricing dynamics,
- And product opportunities.

Example: Regional Market share trend



Source: marketm.app for Logistics - Regional Manager dashboard

Example: Market share split by customer category



Source: marketm.app for Logistics - Regional Manager dashboard

Example: Market prices by competitor and volume profile, e.g. 500-1000 parcels/month

DESTINATION	WEIGHTBAND IN KG						
	0,5	1	2	5	10	20	31,5
Netherlands							
Customer count	0	0	0	35	28	35	30
Parcels / Month	0	0	0	245	143	121	67
Average price	-	-	-	€ 5,10	€ 5,58	€ 6,37	€ 7,43
Average weight in kg	-	-	-	3,500	7,500	15,000	25,750
Belgium							
Customer count	27	27	23	23	15	25	17
Parcels / Month	226	225	173	163	68	96	37
Average price	€ 4,64	€ 4,76	€ 4,92	€ 5,32	€ 5,75	€ 6,55	€ 7,61
Average weight in kg	0,250	0,750	1,500	3,500	7,500	15,000	25,750
Germany							
Customer count	36	34	35	29	23	25	23
Parcels / Month	316	260	252	185	108	86	44
Average price	€ 4,81	€ 4,91	€ 5,09	€ 5,47	€ 5,94	€ 6,72	€ 7,78
Average weight in kg	0,250	0,750	1,500	3,500	7,500	15,000	25,750
France							
Customer count	26	29	30	16	23	14	14
Parcels / Month	194	193	183	86	99	39	18
Average price	€ 4,96	€ 5,05	€ 5,21	€ 5,58	€ 6,06	€ 6,85	€ 7,86
Average weight in kg	0,250	0,750	1,500	3,500	7,500	15,000	25,750
UK							
Customer count	25	24	30	17	18	18	19
Parcels / Month	139	129	167	80	66	39	31
Average price	€ 5,28	€ 5,43	€ 5,58	€ 5,92	€ 6,41	€ 7,18	€ 8,25
Average weight in kg	0,250	0,750	1,500	3,500	7,500	15,000	25,750
Iberia							
Customer count	28	29	27	18	16	17	19
Parcels / Month	188	181	141	71	51	36	30
Average price	€ 5,45	€ 5,56	€ 5,70	€ 6,09	€ 6,55	€ 7,34	€ 8,43
Average weight in kg	0,250	0,750	1,500	3,500	7,500	15,000	25,750

Source: marketm.app for Logistics - Regional Manager market price view

4. Improve Commercial Execution

Teams make faster, more confident decisions backed by market intelligence.

marketm.app

Developed by experienced B2B professionals with backgrounds in pricing, product management, UX design, and enterprise software development, marketm.app was built specifically for complex industrial and B2B markets.

Turn Sales Knowledge Into Market Intelligence

Your market is already generating the insights you need.

The question is whether your company is capturing them.

marketm.app helps B2B organizations transform scattered commercial knowledge into a strategic competitive advantage.

Book a Demo

Schedule a Teams Meeting: [Click here](#)

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About the Founders



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