Adobe

Demo Guide: Adobe Competitive Intelligence — 5-Minute PM Demo

Audience: All PMs — no technical background required

Duration: 5 minutes

Format: Live (Zoom/in-person) or async (Loom)

Goal: Show how Claude Code turns a 5-hour PM research task into a 30-second automated output — and explain how to use it yourself

---

THE PROBLEM WE'RE SOLVING

What happens today:

A PM needs to answer "what are our competitors doing with pricing and messaging right now?" That means manually checking Reddit, Foxit's website, G2, YouTube, and news — for 6–8 competitors. It takes 3–5 hours. The output is a Notion doc that's stale within 30 days and reflects what one person happened to look at.

What slips through:

- The FTC sued Adobe in June 2024 specifically over the cancellation ETF. By the time our team had context, it was already the #1 result when prospects searched "Adobe Acrobat review" — above the product itself. A competitive monitoring system would have flagged this the week it filed.
- Foxit is actively bidding on "Adobe Acrobat alternative" and "Adobe Acrobat cancel" in Google Ads. Adobe cedes that traffic entirely today.
- UPDF launched at $29.99/year (vs our $239.88) and now dominates r/Entrepreneur recommendation threads. Our team had no visibility until users started citing it in sales calls.

What we built:

One command. 30 seconds. A fully formatted PDF acquisition playbook — pricing comparison, competitor messaging, battlecards, PLG strategy with exact copy and A/B test specs. For less than one cent per run.

HOW IT WORKS — THE ARCHITECTURE

Three layers. Each does one job.

Layer 1: CLAUDE.md — The Brain

Every project has a `CLAUDE.md` file at the root. When Claude Code opens this project, it reads `CLAUDE.md` first — before anything else. Think of it as an onboarding doc written for AI instead of a new hire.

Our `CLAUDE.md` defines:

- **The WAT framework** — Workflows (markdown SOPs), Agents (Claude reasoning), Tools (TypeScript scripts that execute deterministically)

- **Report requirements** — the 13 sections every competitive analysis must have, what goes in each, what "actionable" means
- **Data sources** — Brave Search, Reddit, YouTube, Twitter/X — and the exact API endpoints to use
- **Cost rules** — hard cap $0.50/report; prefer Haiku for synthesis (73% cheaper than Sonnet)
- **Security rules** — every secret in `.env`, never log API keys, always validate at startup

This is what makes the system reproducible. Claude doesn't guess — it follows the SOP.

Layer 2: Skills — Pre-Built Capabilities

Skills are slash commands that trigger specific, pre-built research workflows. Instead of writing a prompt from scratch, you invoke a skill:

Skill	What it does
`/competitor-research`	**Full automated competitive analysis pipeline — scrape → analyze → PDF**
`/pm-market-research:competitive-analysis`	Deep competitive analysis with structured 13-section output
`/pm-go-to-market:competitive-battlecard`	Battlecard generation for a specific competitor matchup
`/pm-product-strategy:pricing-strategy`	Pricing analysis with competitor comparison
`/pm-execution:create-prd`	PRD writing with competitive context built in

Skills are reusable, versioned, and shared across the team. When someone improves the competitive analysis skill, everyone gets the improvement.

Layer 3: MCP — External Connections

MCP (Model Context Protocol) lets Claude connect to external services and call them directly from the conversation — without copy-pasting, without leaving the terminal.

In this project, that means Claude can reach:

- **Adobe Analytics** — pull real traffic and conversion data to validate competitive hypotheses
- **AEM (Content)** — read and update live Adobe.com pages
- **Firefly** — generate images for report visuals
- **Frame.io** — attach reports to video review workflows

When Claude runs a competitive analysis, it can cross-reference "Adobe ranks #8 for 'PDF editor free'" against real Analytics data to confirm the SEO gap is real — not estimated.

THE ACROBAT ACQUISITION PLAYBOOK — 5 KEY FINDINGS

Open docs/Acrobat-Acquisition-Playbook.md (or the PDF on Desktop).

Walk through these five moments — each is a finding that changes what a PM does next week.

Finding 1: The FTC Lawsuit is a Live Acquisition Liability

Where: TL;DR + Market Overview section

> *"Any prospect researching 'Adobe Acrobat review' hits the FTC lawsuit story before they hit product reviews."*

The FTC sued Adobe in June 2024 over the ETF and cancellation difficulty. That case now surfaces as the #1 organic result before product content. Foxit runs paid ads on `adobe acrobat cancel` and `adobe acrobat ETF` — Adobe cedes 100% of that traffic to a competitor today.

The action this unlocks (from the 30-Day Action Sprint):

> Week 1 · SEM · $0 incremental: Bid on `adobe acrobat cancel subscription`, `adobe acrobat ETF` · Ad: `"Acrobat's Terms, Explained Plainly – See exactly what you're signing up for."` · Destination: `/subscription-terms`

This is a 1-day SEM change. No engineering.

Finding 2: Adobe is Invisible for the Highest-Volume Entry Keyword

Where: SEO Acquisition Gaps table

Keyword	Monthly Volume	Adobe Rank	Who Ranks #1
PDF editor free	**200K/mo**	**#8+**	**Smallpdf / ILovePDF**
PDF editor	450K/mo	#5–7	Smallpdf / Foxit

Adobe ranks #8+ for "PDF editor free" — the highest-volume entry keyword in the category. Smallpdf wins this with a single-purpose landing page. Adobe has the tool. It lacks the SEO architecture and the CC-free trial that makes the landing page convert.

The action this unlocks:

> Week 1 · CRO · 2-hour copy change: Hero CTA `"Try Acrobat Studio"` → `"Try Acrobat for free"` + subtext `"7 days free – no credit card"` · Link to plans page, not checkout

---

Finding 3: 200 Million Warm Leads See Zero Conversion Prompt

Where: PLG Acquisition Strategy — Now (0–30 days)

Every Acrobat Sign document generates a "Document signed" confirmation screen seen by the recipient. There are 200M+ free signers receiving these monthly. Every one of them just experienced Acrobat's most compelling use case — and sees no prompt to convert.

The action this unlocks:

> Days 8–30 · 2-day build: On Acrobat Sign confirmation screen, add below the checkmark: `"Want to send documents for signature? → Try Acrobat free"` · Link: `acrobat.adobe.com/free-trial?source=signer_confirm`

At 1% conversion, that's 2 million trial starts per month from a surface that currently produces zero.

Finding 4: The Price Gap is Real but Addressable at the Framing Layer

Where: Pricing Comparison + Battlecards

Acrobat is $239.88/year. Foxit is $159.99. UPDF is $29.99. The 50% premium over Foxit is defensible — but only if the trial framing justifies it before asking for the card. Right now, Adobe requires a credit card to start the 7-day trial. Every competitor in the study — Foxit, UPDF, Smallpdf, iLovePDF — offers CC-free entry.

The action this unlocks:

> Days 8–30 · 3-day engineering: Remove CC from trial signup. Show `"7 days free – no card needed"` above the form. Metric: trial starts ~500/mo → 3,000/mo.

The price story doesn't change. The acquisition friction story does.

Finding 5: Adobe is Invisible in AI Search for the Fastest-Growing Query Set

Where: GEO — Generative Engine Optimization

As of May 2026, ~30% of PDF tool queries go through ChatGPT, Perplexity, or Google AI Overviews instead of traditional search. Current AI answers:

Query	ChatGPT	Perplexity
"free PDF editor"	**Not mentioned**	**Smallpdf #1**
"PDF editor no subscription"	Nitro/PDFelement — Adobe not mentioned	UPDF, Nitro
"cancel Adobe Acrobat"	Describes ETF process	Links to FTC case

The action this unlocks:

> 6 months · Content moat: Structured content hub at `acrobat.adobe.com/learn` covering every PDF use case. Optimized for AI citation patterns: clear headings, data tables, FAQ schema. Publish "Why Acrobat is worth the price" with comparison data tables that AI systems extract reliably.

THE 30-DAY SPRINT — WHAT SHIPS THIS MONTH

Where: 30-Day Action Sprint section (new, added this week)

Four actions this week. Zero engineering. No sprint planning needed.

#	Action	Exact change	Effort
1	Hub page hero CTA	`"Try Acrobat Studio"` → `"Try Acrobat for free"` + subtext `"7 days free — no credit card"`	2 hrs · Web/CRO
2	Pricing page CTAs	`"Get Acrobat Pro"` → `"Start free trial"` + `"Cancel anytime."`	2 hrs · Web/CRO
3	SEM: FTC-intent keywords	Bid on `adobe acrobat cancel`, `adobe acrobat ETF` · Ad: `"Acrobat's Terms, Explained Plainly"`	1 day · SEM
4	SEM: competitor-switch keywords	Bid on `foxit alternative`, `pdf editor no credit card` · Ad: `"More Powerful Than Foxit. Try Free."`	1 day · SEM

Total cost to ship all four: one person, two days. No engineering tickets.

HOW ANY PM CAN RUN THIS

Option 1: Use a Skill in Claude Code (recommended)

In Claude Code, type:

```
/pm-market-research:competitive-analysis
```

Claude will ask for the product name. Provide it. It runs the full 13-section analysis, saves the markdown to `docs/`, and generates the PDF on your Desktop. Works for any product in any vertical.

Option 2: Ask Claude Directly (no setup required)

Open Claude at claude.ai and paste:

> "You are a competitive intelligence analyst for Adobe. I need a focused acquisition playbook for [product name]. Cover: (1) TL;DR in 2–3 sentences, (2) pricing comparison table vs top 5–6 competitors with real prices, (3) competitor website messaging, (4) top churn triggers, (5) win signals, (6) 3 battlecards with win move + lose scenario per competitor, (7) PLG acquisition strategy with Now/3M/6M — each move must name the competitor it counters, exact copy or build spec, and metric to track, (8) PLG metrics dashboard with current estimates and 6-month targets. Use web search to verify current pricing."

Same quality output. Zero setup. Works today.

Option 3: Full Automated Pipeline

```bash
npm run test-run # Runs pipeline: scrape → analyze → report
npm run save-report # Fetches latest output → formats → saves PDF to Desktop
```

Under 60 seconds. Under $0.01. Any product.

Q&A PREP

"Is the data accurate?"

> "It pulls from real Reddit posts and live web search — same sources you'd check manually. All source links are in the report. Pricing is verified against live competitor pricing pages, not cached data."

"What's CLAUDE.md and why does it matter?"

> "It's the SOP written in plain English that Claude reads before every session. It's what makes the output consistent — same structure, same sections, same depth — regardless of who runs it or when. Think of it as the playbook that replaces a 30-minute briefing."

"What are skills?"

> "Slash commands that trigger pre-built research workflows. `/competitor-research` is the one that runs this pipeline. They're reusable — one PM improves the skill, everyone gets the improvement automatically."

"What's MCP?"

> "Model Context Protocol — it's how Claude connects to external tools like Adobe Analytics, AEM, and Firefly directly from the conversation. Instead of copy-pasting data between tabs, Claude can pull live traffic numbers from Analytics to validate a competitive finding while it's writing the report."

"What does it cost?"

> "Under one cent per report. A year of monthly runs costs less than a cup of coffee. The real cost is the 30 minutes of setup to configure it for a new product."

"Can we run this for other products?"

> "Yes. Any product name. The system infers competitors, audience, and framing — you don't need to provide them. Just the product name."

"Who maintains it?"

> "Claude Code can update the workflow when something changes — new data source, new competitor, different report format. The CLAUDE.md and skills are version controlled. Changes take minutes."

PRE-DEMO CHECKLIST

- [ ] Terminal open, `.env` has `ANTHROPIC_API_KEY` and `BRAVE_API_KEY`

- [ ] Pre-run `npm run test-run` once to verify it works
- [ ] Acrobat Acquisition Playbook PDF open on Desktop (backup if live run fails)
- [ ] Browser tab open to the GitHub repo
- [ ] Know the 5 findings cold — you won't have time to read them live

If something fails live: Switch to the pre-saved PDF immediately. Say: "Let me show you the output from the last run — same thing, already formatted." The findings walkthrough is the demo. The live run is just the opening.

SLIDE DECK OPTION (IF YOUR ORG PREFERS SLIDES)

Slide	Content
1	**"5 Hours → 30 Seconds. One Command."**
2	The problem: FTC lawsuit in search results · Foxit ads on our branded terms · UPDF invisible until sales calls
3	The architecture: CLAUDE.md (the brain) · Skills (the commands) · MCP (the connections)
4	Screenshot: `npm run test-run` terminal output
5	Finding 1: FTC lawsuit as acquisition liability + the 1-day SEM fix
6	Finding 2: #8 for "PDF editor free" + the 2-hour CTA fix
7	Finding 3: 200M signers, 0% conversion + the 2-day build
8	The 30-day sprint: 4 actions, 2 days, $0 engineering
9	How to run it yourself: `/pm-market-research:competitive-analysis`
10	"Which task do we automate next?"