

COMPARATIVE ANALYSIS CONFIGURATORS

	PROGRESS BAR	ILLUSTRATIONS OR PHOTOS?	OPTIONS	LOG-IN/ ACCT/ FACEBOOK?	CONFIGURATOR STYLE	CHECKOUT PROCESS	EXTRA...
leolux.com customizable furniture	YES - When building custom furniture	3D Illustrations	Fabric "Formation" Material Color	YES - with Facebook or Share on social media		Make Appointment - can't order or checkout	"Configurator provides immediate visual feedback during every step" "Create your own..."
Barkbox monthly kit for pets	YES - Step 1 of 5, etc.	Cartoon Illustrations & Icons	Add-on with toys	Create account - or with Facebook	3 steps - way too simple for our format	Chat Option	
ipsy monthly subscription for beauty products	YES - ● ○ ○ ○ ○ ○	Cartoon Illustrations & Icons	 BACK NEXT	Create acct - no FB - BUT, to get off waiting list, share on SM!	Check box with progress dots	"Subscribe" and Paypal option	BRANDS <input checked="" type="radio"/> THIS PLAN <input type="radio"/> PLAN B <input type="radio"/> PLAN C
winc.com subscription plan for wine	NO	Photos	 ADD TO BOX	Yes	 - ADD TO CART +	"Subscribe" and choose payment method	 THEN... SEE YOUR WINES
"Unnamed" Security Systems	YES - ● ● ●	Photos of Products	PICK A PLAN: BUY NOW > ADD ON > * * CONTINUE TO PLANS	Yes, but not required for checkout	 ADD ON 1 BUY NOW 2	Credit check required!	Option to customize and add on more items at checkout * 3 YR Contract Discount

COMPETITIVE ANALYSIS

WEBSITE OPTIONS

	DIY OR NOT	WIRELESS/ BLUETOOTH VS HARD-WIRED	IPHONE/APP INTEGRATION	PROFESSIONAL MONITORING?	COST RANGE	EXTRA
SIMPLISAFE	DIY	WIRELESS	YES Customized Text Alerts	YES - 50¢/day or 83¢/day or Self- Monitor	\$299 to \$499	Website lead-in is a video ICONS
SCOUTALARM	DIY NO CONTRACT	WIRELESS	YES	OPTION no contract with professional monitoring	\$129 + a la carte Monitoring starts at \$9.99/mo.	Informative video
MONI	NO	WIRELESS	YES	YES	\$499 to \$1100	MONI Chat Bot
UXARI	DIY	WIRELESS	YES	YES	\$30 - \$70 per month	Chat Bot Window
"Unnamed" Security Systems	DIY NO VIDEO	WIRELESS	YES	YES	\$200 - \$600 mandatory professional monitoring	3 Plans ADD ON > <div> <div>✓1</div> <div>2</div> <div>3</div> <div>4</div> </div> <div> <div>^</div> <div>∨</div> </div>

COMPETITIVE ANALYSIS
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SIMPLISAFE

Choose your Hazard Sensors



Smoke Detector (firefighters straight to your door) ⓘ
Triggers when a fire is still smoldering, before it blocks exits and does large-scale damage. Loud system-wide sirens jolt everyone awake and out of the house.
Recommendation: Get one for all of your sleeping areas, or place one in every bedroom for more security.
How many do you need?
\$29.99 each **3** ⓘ
Don't worry. It's easy to add more later, or return ones you don't need.



Carbon Monoxide Sensor (sniff out deadly gas leaks) ⓘ
Detects poisonous CO long before it endangers your family.
Recommendation: Experts recommend CO detectors be placed outside sleeping areas and on every floor of your home.
How many do you need?
\$49.99 each **1** ⓘ
Don't worry. It's easy to add more later, or return ones you don't need.

1 Base Station	Sale \$114.99
1 Keypad	Sale \$69.99
1 Keychain Remote	\$24.99 Free
1 Yard Sign	\$3.99 Free
Accessories & Batteries	Free
2 ⓘ Entry Sensors	\$29.98
1 ⓘ Motion Sensors	\$29.99
1 ⓘ Glassbreak Sensors	\$34.99
0 ⓘ Panic Buttons	\$0.00
3 ⓘ Smoke Detectors	\$89.97
1 ⓘ Carbon Monoxide Detectors	\$49.99
1 ⓘ Water Sensors	\$19.99
1 ⓘ Freeze Sensors	\$29.99
0 ⓘ SimpliCam	\$0.00
2 ⓘ Extra Keypads	\$139.98
1 ⓘ Extra Keychain Remotes	\$24.99
0 ⓘ Extra Sirens	\$0.00
0 ⓘ Extra Yard Signs	\$0.00
Your System Total	
Free Shipping! Offer expires November 28	
add to cart	

SCOUTALARM

ITEM	PRICE	QUANTITY	SUBTOTAL
 SCOUT HUB White	\$129.00	1 ⓘ	\$129.00 ✕
 YARD SIGN Intruders are less likely to break into a home known to have a security system.	\$10.00	1 ⓘ ADD	
 WINDOW STICKER Intruders are less likely to break into a home known to have a security system. (Each Scout order already comes with two window stickers.)	\$1.00	1 ⓘ ADD	
1 ITEM			\$129.00



Monitoring plan

ALWAYS ON YEARLY
\$107/year

Your internet and power might go down, but Scout is not so easily foiled. Between the 3G wireless connection and a battery power, Scout stays up and running through rain, snow, sleet, shine, and cut power lines.


Note: You won't be charged for your monitoring plan until you've received and activated your new system.

[CHOOSE A DIFFERENT PLAN](#) or [✕ REMOVE THIS PLAN](#)


COMPETITIVE ANALYSIS
CONFIGURATORS

MONI


Valued at
\$499



Valued at
\$699



Valued at
\$1,099



Core

Get outstanding value with a complete home security system

- Five-Diamond professional monitoring
- ASAPer interactive alarm response
- Two-way voice via smart panel
- 4G LTE wireless home security

Standard

Build on our Core home security system with a smartphone control to our Core home security system

- Five-Diamond professional monitoring
- ASAPer interactive alarm response
- Two-way voice via smart panel
- 4G LTE wireless home security

Comprehensive

Build on our Connected plan with a free camera and garage door controller

- Five-Diamond professional monitoring
- ASAPer interactive alarm response
- Two-way voice via smart panel
- 4G LTE wireless home security

CAN'T GET TO CONFIGURATOR BEFORE SUBMITTING YOUR INFORMATION

UXARI

Home Connect Kit

(7" touch screen model GC3)

EQUIPMENT SHOWN FREE!

list price: \$399

ONLY \$39.99/MONTH

OFFER DETAILS

Equipment value \$399 includes, (with cellular communication) Plus surface and motion detector. Includes fire, emergency dispatch. Additional sensors can be added at anytime for only \$20 per point. Requires 36 month agreement, one time fee \$49, must have approved credit and be a home owner.



\$39.99

per month

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