

Monitoring competitors effectively on X (formerly known as Twitter) has become a key priority for businesses striving to maintain an edge in fast-moving markets. Unlike traditional tools, aibusinessweekly.net those tapping into **real-time sentiment monitoring** and advanced AI-driven analysis—such as DeepSearch, Grok, and SuperGrok—offer a distinct advantage through speed, context, and precision.

Let's cut through the noise and focus on what really matters:

- How DeepSearch helps you set up actionable **competitive intelligence X** workflows,
- Pricing tiers and the math behind monthly versus annual plans,
- Real-time X data as a game changer compared to older products, and
- Choosing between DeepSearch modes like Big Brain and Think Mode, with their inherent tradeoffs.

Why Real-Time Sentiment Monitoring Matters on X

Unlike platforms that pull data in batches or hours late, DeepSearch taps into **real-time data** from X's firehose, enabling near-instant sentiment tracking. This is huge because sentiment—and thus competitive opportunity—on X can change in minutes during product launches, PR crises, or viral discussions.

Companies like **xAI** and Grok have been moving fast to leverage AI for sentiment parsing, but DeepSearch remains a front-runner especially when paired with its unique **Big Brain mode** for qualitative insight extraction.

Understanding DeepSearch's Research Workflow on X

DeepSearch's workflow focuses on three key steps:

1. **Query setup:** Crafting precise queries using keywords, hashtags, and competitor handles.
2. **Data ingestion and analysis:** Streaming results filtered through sentiment scoring, topic clustering, and influencer identification.
3. **Insight generation and reporting:** Synthesizing output into dashboards or exportable reports tailored for decision-makers.

DeepSearch Query Examples for Competitor Monitoring

Here are some solid examples that can be adapted depending on your industry:

- @xAI OR #xAI OR "xAI product" — track all mentions combined with product launches or feature updates.
- @SuperGrok OR #SuperGrok sentiment:negative — zero in on negative sentiment trends about a specific competitor.
- ("Grok AI" OR "Grok tool") lang:en since:2024-04-01 — constrain searches by language and a date range to monitor new developments.

DeepSearch supports Boolean operators and nested queries, so you can refine competitive intelligence X efforts with surgical precision.

Pricing Math and Plan Tiers: What To Expect

DeepSearch offers tiered pricing plans that scale with query volume, user seats, and feature access. Unlike many competitors with vague "unlimited" claims (and hidden caps lurking in the fine print), DeepSearch is transparent

about limits.

Plan Monthly Cost Queries per Month User Seats Features Included Basic \$30 50 1 Standard query, sentiment analysis, Think Mode Pro \$90 200 3 Real-time sentiment, Big Brain mode, advanced dashboards Enterprise Custom Pricing Unlimited* Custom All Pro features + API access, priority support

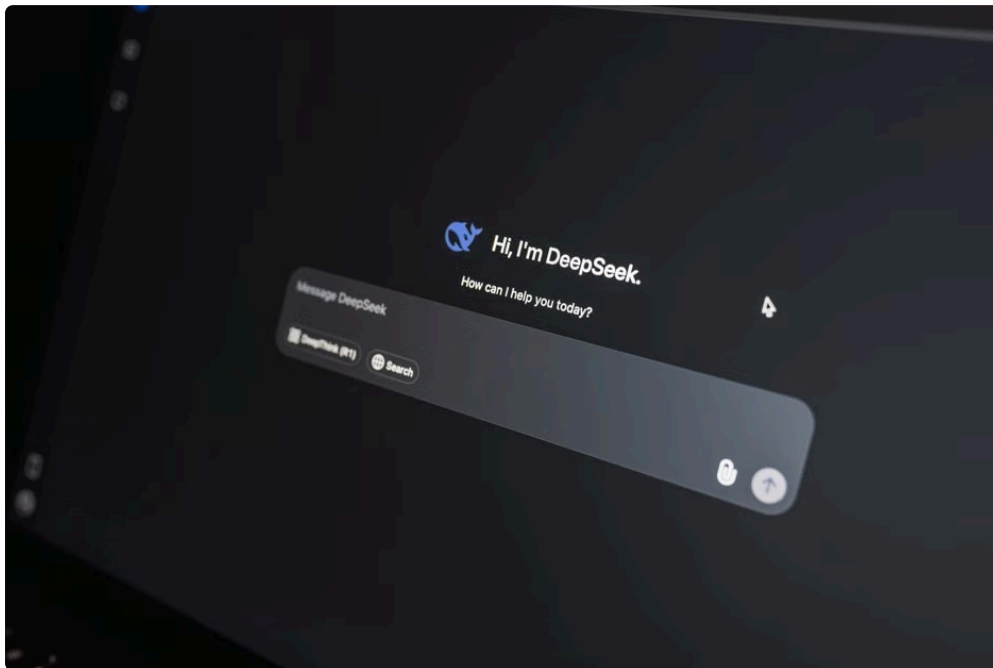
* “Unlimited” usually means “subject to fair use policy.” Always check the fine print.

Note: If you choose the Basic plan at \$30/month, then annual billing typically nets a 15% discount. Doing the math, $\$30 \times 12 = \360 annually; 15% off means paying around \$306/year.

Real-Time Data: The Main Differentiator

Compared to peers like SuperGrok or Grok, DeepSearch’s edge lies in the freshness of data accessed from X’s API. While SuperGrok’s \$30/month starter plan is competitive, it often lags behind DeepSearch by minutes or more, which can be critical in some use cases.

For instance, during an unexpected product recall or PR controversy, monitoring negative sentiment spikes in real time allows companies to pivot messaging quickly—something bulky daily reports can’t provide.



Big Brain Mode vs. Think Mode: Tradeoffs to Consider

DeepSearch currently offers two distinct modes for analysis:

- **Think Mode:** Fast, standard analysis optimized for volume. Best when you need to scan hundreds of mentions quickly with basic sentiment tagging. Included in all plans, including the baseline \$30/month.
- **Big Brain Mode:** A premium feature that applies advanced natural language understanding and clustering algorithms to extract nuanced insights and themes from conversations. Available only on Pro and Enterprise plans. It trades speed for more context-rich output.

Here’s the tradeoff: Think Mode is great for volume and speed but offers less depth; Big Brain mode gives you deeper, more strategic intel but processes fewer queries per hour and comes with a higher price tag.

Who This Is Actually For

If you're a solo analyst or a small team mostly interested in volume and immediate alerts, the Basic \$30/month plan and Think Mode on DeepSearch or a similar tier on SuperGrok might suffice.

For competitive intelligence teams handling multiple products and needing context-rich, strategic insights (think product leads, comms directors, market intelligence units), investing in Pro plan options with Big Brain mode is worthwhile.

Large enterprises or agencies requiring API access and custom SLAs will want to engage with Enterprise offerings.



Final Thoughts: Building a Competitive Monitoring Workflow on X with DeepSearch

Effective competitor monitoring on X using DeepSearch hinges on three pillars:

1. **Leverage real-time sentiment monitoring to catch shifts before they trend.**
2. **Use precise deepsearch query examples tailored to your competitive landscape.**
3. **Choose the appropriate plan and mode—Big Brain or Think Mode—based on the depth and speed required.**

Compared to other AI-driven tools like xAI or Grok, DeepSearch strikes a solid balance between upfront cost transparency, real-time freshness, and research workflow flexibility.

Remember to do the pricing math upfront, verify limits hidden under “unlimited” clauses, and pick the plan that matches your team size and intelligence needs.

With this approach, you'll transform X from a noisy social platform into a reliable, competitive intelligence source.