

# Brand Explorer: Clarity in Every Brand Decision.

**One platform. Every brand question answered.**

Brand Explorer links brand strategy to business outcomes by revealing the financial impact of brand investments and predicting which strategies drive the greatest value. Built for brands that need answers fast, it delivers real-time insights, predictive analytics, and global benchmarking—helping you measure what matters, strengthen audience connections, and make confident, growth-driving decisions.



## Connect Brand-to-Business™

Stop just tracking brand metrics, quantify the impact they have on your business outcomes e.g., sales and other business KPIs.



## Explain Brand Changes

Don't just show the metrics that move, explain "why" they have changed from one period to the next.



## Eliminate Brand Blind Spots

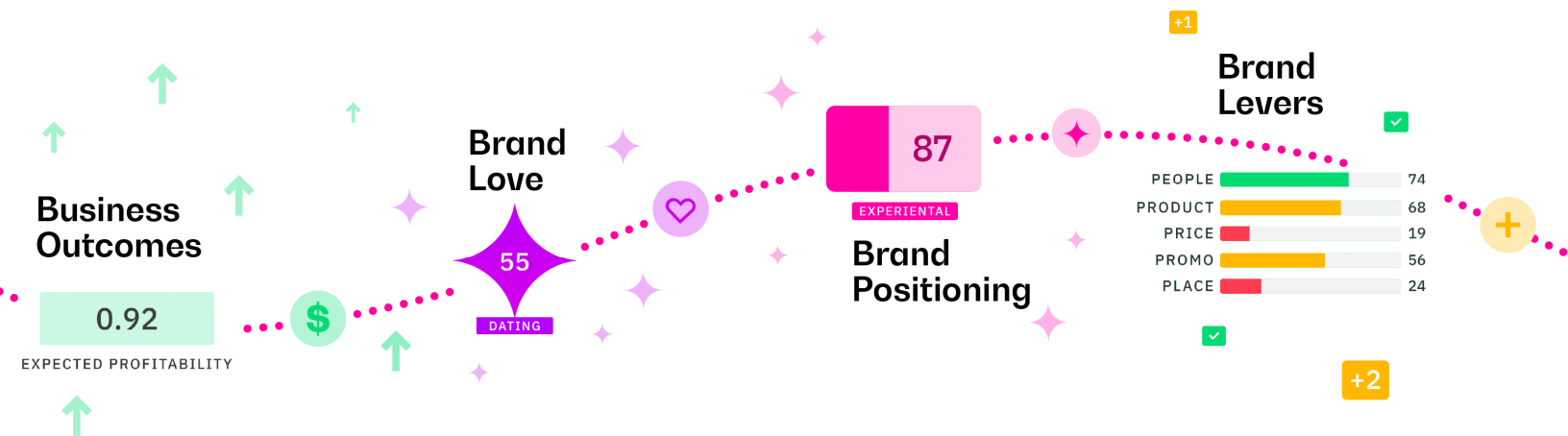
Understand your brand's full story with 130+ metrics offering demographic, geographic, and behavioral insights.



## Generate Better Ideas, Faster.

Our Gen-AI tool transforms brand and audience data into actionable briefs and ideas, empowering smarter activation strategies.

## BERA.ai's Brand Building Framework



- ◆ **Seamless Data Integration** – Automate delivery of insights into BI tools, MMM, and workflows via APIs and downloadable reports.
- ◆ **Global Reach** – Track brand equity across 5,000+ global brands with localized insights for regional strategies.
- ◆ **Weekly, Census-Matched Data** – Deliver precise, real-world insights with unmatched accuracy and reliability.
- ◆ **Brand Trend Analysis** – Separate noise from signal by understanding changes in your brand that indicate a trend vs. an anomaly.
- ◆ **Funnel Insights** – Understand how your brand affects your sales funnel, top to bottom; compare the strength of your funnel to your peers and the most loved brands in a country.
- ◆ **Automated Positioning Briefs** – Instantly generate data-driven strategies to drive brand love and grow engagement with any audience within your target market.
- ◆ **Explain Changes** - Identify the key drivers behind shifts in your brand metrics for smarter decision-making.
- ◆ **Audience Profiling** - Use one of 37 pre-built audiences or create your own audience to accurately target audiences relevant to your brand. that will positively engage with your brand.
- ◆ **In-App Use Case Training Videos** – Automated assistance to help you maximize the value of the Brand Explorer to your marketing effectiveness and business outcomes.

