

Launch Ads with Confidence: Maximize Impact, Minimize Waste

Ensure every ad drives impact—test engagement, influence, and brand impact before launch.

Make every ad count. BERA.ai Brand Innovator connects brand tracking with ad testing, ensuring your ads drive real impact. We integrate Emotion AI to measure engagement and influence, closing the loop between brand tracking and ad effectiveness—so you know if your ads engage the right audience, strengthen brand perception, and fuel growth.



Test Ads with Confidence

Know if your creative engages the right audience and strengthens brand perception before launch.



Link Ad Performance to Brand Growth

Measure engagement, influence, and brand equity shifts to ensure every ad drives meaningful impact.



Pinpoint What Works & What Doesn't

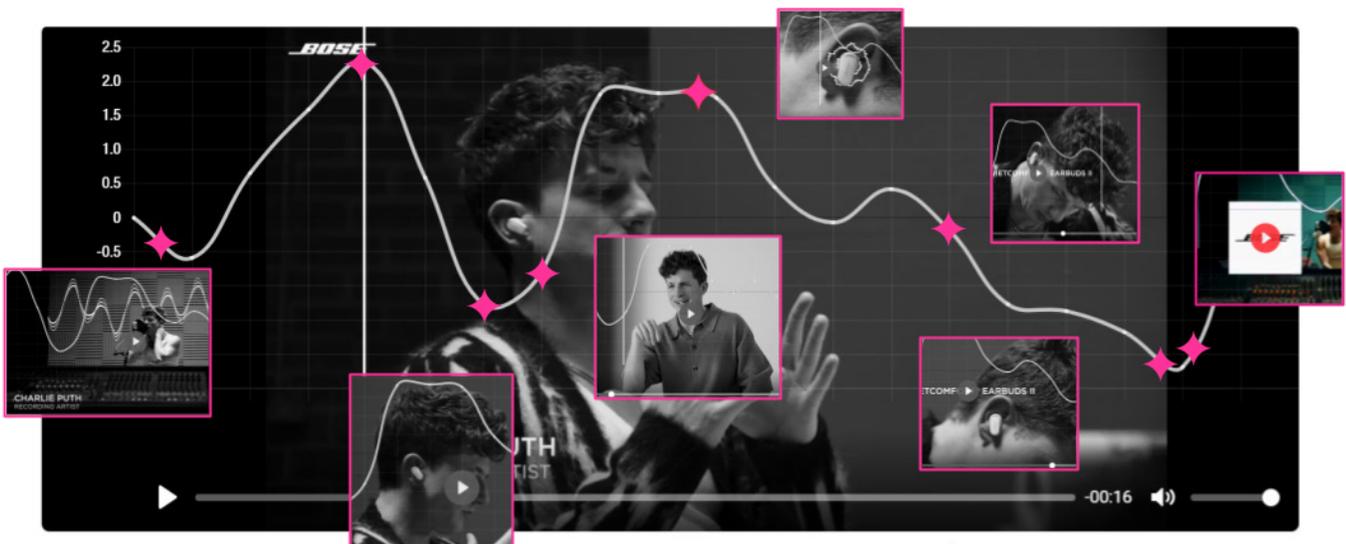
Identify high-impact moments in your ads and refine creative based on data-driven insights.



Optimize Spend & Maximize ROI

Eliminate wasted ad spend by ensuring every campaign aligns with brand-building goals.

Make Better Ads



 Key moments in the emotional journey

- ◆ **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.

Understand Your Ad. **Measure What Moves Your Brand.**

Connect ad testing with brand tracking to measure both conscious and unconscious brand perceptions. Gauge emotional impact, refine creative with moment-by-moment insights, and optimize every ad—TV, digital, and social, to drive measurable brand growth.



TV Ads



Online Ads



Social Ads

BERA.ai

www.bera.ai
LinkedIn