

Access brand metrics you can't get anywhere else.

130+ brand metrics that matter validated by Forrester, Wall Street, Madison Avenue, and Fortune 500.

Brand Equity

Brand equity comprises Familiarity, Regard, Meaning, and Uniqueness KPIs. A brand's Familiarity and Regard represent consumers' attitude toward the brand Today, which is a lagging indicator of brand equity. Meaning and Uniqueness tell us about the potential the brand has Tomorrow, which is a leading indicator of brand equity. We measure your brand equity with the BERA score.

| BERA Score | Today | Familiarity Regard |
|------------|----------|--------------------------|
| | Tomorrow | Meaningful Uniqueness |

Brand Positioning

Brand Positioning helps you understand your brand's image in the mind of your selected audience. It has four constructs: Purpose, Emotional, Functional and Experiential.

| Purpose Score | Universal Connection | Personal connection Inclusive Emotional connection |
|-----------------|----------------------|--|
| | Consistent Focus | Appropriate Stands out Employer brand Clarity Innovates with a purpose |
| | Social Impact | Humanitarian Societal commitment Beliefs/values |
| | Protagonism | Culturally relevant Point of view |
| Emotional Score | Competence | Confident Corporate Hardworking Intelligent Leader Reliable Secure Successful Independent Innovative Up-to-date Technical |

| | | |
|-------------------------|-----------------------|---|
| Emotional Score | <i>Excitement</i> | Trendy Young Contemporary Cool Daring Exciting Imaginative Spirited |
| | <i>Ruggedness</i> | Tough Masculine Outdoorsy Rugged |
| | <i>Sincerity</i> | Wholesome Cheerful Down to earth Family oriented Friendly Honest Original Real Sentimental Sincere Small town |
| | <i>Sophistication</i> | Smooth Upper class Charming Glamorous Good looking Feminine |
| Functional Score | <i>Quality</i> | Meets needs Effective Durable/dependable Ergonomics |
| | <i>Design</i> | Appearance Brand assets Premium |
| | <i>Features</i> | Fully loaded Technology |
| | <i>Variety</i> | New options Multiple options Multiple uses |

| | | |
|---------------------------|-------------|--|
| Experiential Score | Consistency | Know what to expect Same experience every time Simple to use Experience / can trust |
| | Care | Transparent Respect Welcomes feedback Responds to concerns |
| | Convenience | Saves time Makes life easier |
| | Expertise | Expert Attention to detail Thinks of everything |

Brand Levers

A brand's position is activated through the 5Ps. All five Ps are important vehicles for maximizing the impact of a positioning strategy.

| | | |
|------------|-----------|------------------------------------|
| 5Ps | Product | Product that meets my needs |
| | Price | Willing to pay a premium |
| | Place | Available when and where I want it |
| | Promotion | Has meaningful communications |
| | People | Has great people |

Volumetrics

Volumetrics is intended to add greater depth and dimension to stated behavior. It does this by capturing category spend and brand share of wallet.

| | | |
|--|--|-----------------------------------|
| | | Category spend Share of wallet |
|--|--|-----------------------------------|

Funnel Metrics

The purchase funnel is a consumer-focused marketing model that illustrates the theoretical customer journey towards the purchase of a good or service.

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|--|--|---------------|
| | | Awareness |
| | | Consideration |
| | | Usage |
| | | Preference |
| | | Advocacy |

Engagement Segments

Engagement segments are a way of analyzing consumers on self-reported brand purchases usage, considerations, and preferences. These metrics give us six engagement segments, from Loyals (have used and prefer the brand) to Rejecters (haven't used and are not willing to consider it), plus Unawares.

| | | |
|--|--------------|--|
| | Customer | Loyals Switchers |
| | Non-Customer | Prospects Winbacks Lapsed Rejecters Unawares |

Demographics

We use a rich set of demographics to cut all of our data.

| | | |
|--|--|---|
| | | Language preference Age Gender Zip code/region Urbanicity - urban, suburban, rural Hispanic status Ethnicity Pregnancy status Number of children Age and gender of children Level of education Employment status Household income Household assets Sexual orientation |
|--|--|---|

Brand Value Ratios

These metrics are the strongest indicators of what a brand's value to revenue ratio would be relative to its category average. These are the best BERA proxies for a brand's growth, profitability, and risk profile.

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| | | Brand balance Pricing power Customer quality Customer retention Value to revenue |
|--|--|--|

Net Promoter Score (NPS)

NPS rates the likelihood that a consumer would recommend a company, product, or service to a friend or colleague.

| | | |
|--|--|---|
| | | Percent promoters Percent detractors NPS score Passive percent |
|--|--|---|

BERA.ai

Our Brand Intelligence Software is powered by the world's largest syndicated brand equity data stream that automates the real-time collection, analysis, and measurement of **130+** consumer-based metrics, across **4,000+** brands in **200+** sectors globally.

With BERA.ai, brands can discover which metrics determine their brand's equity, see which audiences offer the best brand growth opportunities, and how to activate the right brand positioning strategy to make smarter brand decisions, grow financial outcomes, and drive Brand to Business™ impact.

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