

# BERA.ai

## Brand-to-Business™: Consumer Cross-Sectional

Predict how brand equity impacts revenue at the customer level.

Brand-to-Business Consumer Cross-Sectional Modeling uses internal usage data and share of wallet insights to uncover the true relationship between brand equity and revenue. Using advanced machine learning, BERA.ai estimates the elasticity between brand and business outcomes - predicting how shifts in brand perception directly impact customer-level revenue. The results? Precision insights into high-value audience segments that fuel smarter investments and accelerated growth.



### Measure Brand Revenue Impact

*Quantify how brand equity drives real revenue by linking brand strength to customer incidence and share of wallet - so you can invest where it pays off.*



### Unlock Brand Growth

*Stop guessing. Reveal which segments will yield the biggest brand-driven growth, fast-tracking smarter marketing spend.*



### Smarter Insights by Segment

*Uncover where and with whom your brand equity hits hardest. BERA.ai breaks down impact by segment to guide precise, high-ROI strategies.*



### Brand ROI, Quantified - Quickly

*Don't wait for perfect data - BERA.ai shows how brand drives growth now, helping you act with confidence and speed.*

## BERA's Brand Building Framework

### Stated Behavior Cross Sectional Model

Leverages internal stated usage & share of wallet. To estimate the elasticities between brand equity and revenue.



Machine Learning Models

# Case Study Summary

This case study aimed to quantify the relationship between brand equity—as measured by BERA metrics—and key business outcomes. Specifically, the objectives were to:

- ✦ Measure the percentage contribution of brand equity to total revenue.
- ✦ Understand how changes in brand equity influence revenue growth.

**Key Findings:**

Brand equity is a major revenue driver for this leading beverage brand, accounting for 17.6% of annual revenue. Even small brand lifts drive big returns—just a 5-point BERA Score increase could deliver \$18M+ in incremental revenue. With strong differentiation but low familiarity, the brand has clear headroom to grow through broader awareness.

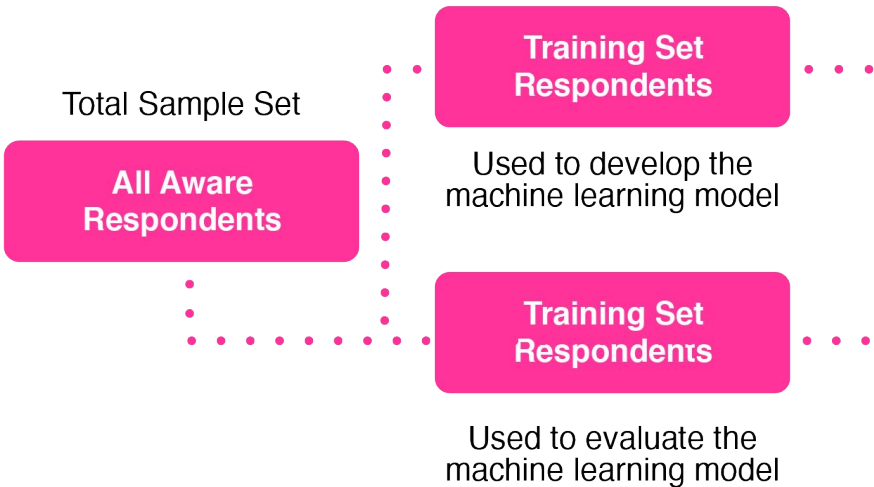
## Prove Brand Drives Sales and Secure the Budget to Grow It Defend. Justify. Optimize. Win.

**Models:**

The Machine Learning model estimates how “elastic” purchasing behaviors are to changes in brand equity across all respondents

**Accuracy:**

Percentage Sample Calculations



BERA Segments	% of Actual Purchasers
Loyals	50%
Switchers	20%
Winbacks	15%
Lapsed	10%
Prospects	2%
Rejecters	3%