

BERA.ai

Brand-to-Business™ Marketing Mix Model Integration

Get a complete picture of both direct and indirect media impact through brand building

MMM integration demonstrates that brand equity isn't just a "nice to have" metric — it's a "need to know" number that directly impacts business performance. BERA-enhanced MMM reveals how media builds brand, how brand drives revenue, and where to invest next. You bring the model; we provide the brand data and insights to quantify brand-driven ROAS by channel and uncover the media that powers both short-term results and long-term growth.

- ◆

Quantify media channel effectiveness

Understand brand impact relative to media spend and learn which channels deliver the strongest lift per dollar spent.
- ◆

Pinpoint Channels that Drive Growth

Identify which media investments not only convert today, but which ones provide the greatest brand lift.
- ◆

Optimize Wins and Brand Value

Layer brand impact into your existing MMM to make more confident trade-offs between performance and brand building efforts.
- ◆

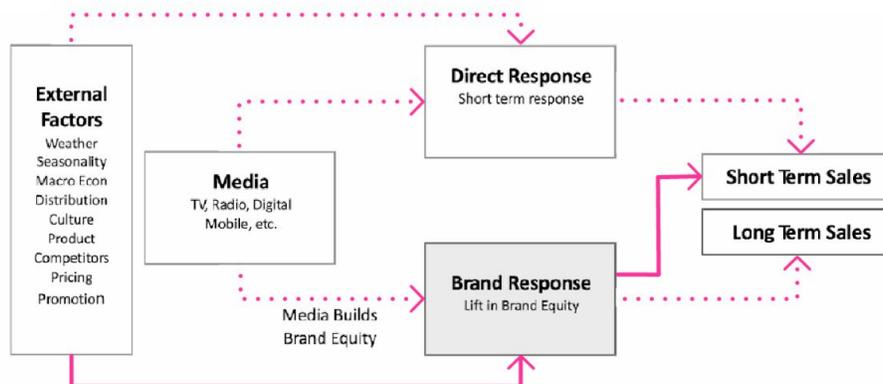
Isolate Brand's Contribution to Sales

BERA quantifies brand equity's impact inside your MMM, revealing what portion of base sales are driven by brand and which media helped build it.

BERA's Marketing Mix Model Integration

Marketing Mix Model (MMM) Integrations

Control for externalities to isolate marketing's contribution to brand and quantify brand's impact on business.



Case Study Summary

This case study explores how integrating BERA brand equity metrics into Marketing Mix Modeling (MMM) enables more robust measurement of marketing's impact in the **consumer technology** sector. Historically, brand impact was underestimated using proxy metrics, but the use of BERA's metrics—**Familiarity, Uniqueness, and Excitement**—allowed for a deeper understanding of both **short- and long-term** brand effects. A **double regression framework** was used:

Media → BERA KPIs → Revenue

BERA KPIs → Revenue

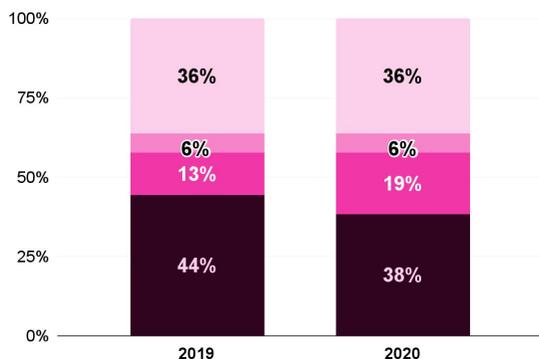
This structure enabled accurate quantification of how media drives brand perceptions and how those perceptions translate to revenue over time.

Key Findings

- **TV and Digital Video** were the strongest long-term revenue drivers.
- **Familiarity** drove more revenue for **mid/low-tier products**, while **Excitement** was more critical for **premium-tier products**.
- **19% of base revenue** was linked to brand equity, with **6% directly attributable to media**.
- **Brand advertising** proved much more effective than performance advertising campaigns for long-term brand building.
- Increasing **Uniqueness by one point** yielded **significant incremental revenue**.

Prove Brand Drives Sales - And Secure the Budget to Grow It Defend. Justify. Optimize. Win

DECOMPOSITION OF REVENUE



REVENUE COMPOSITION BREAKDOWN

- Incremental (Short Term) Revenue From Marketing
- Marketing Influenced Brand Equity
- Base Brand Equity
- Other Base Revenue

CONNECTING BRAND EQUITY TO REVENUE

Elements of Brand Equity	KPI Increase	Incremental Revenue
Familiarity with the Brand	1 Point	US\$3.0 MM
Perceived Uniqueness of Brand	1 Point	US\$11.6 MM
Perceived Meaningfulness or Relevancy of brand	1 Point	US\$1.4 MM

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