

GRADIENT

## Product Guide

# Brand Metric Development

Build brand metrics that matter

How close are your brand metrics to your business's transactional heartbeat?

☒ Relevant

☒ Actionable

☒ Statistically Validated

## **The Challenge:** There is no straightforward path from product discovery to purchase.

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Mindset metrics about your brand can predict future sales, but *which* metrics to track is a nontrivial question with many potential answers.

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In today's shopping landscape, **shoppers are connecting with brands at numerous touchpoints**. There's no straightforward path from product discovery to purchase. People use multiple devices and flex between in-store and digital experiences.

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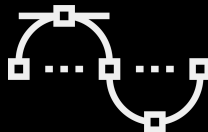
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When choosing KPIs to monitor, it's important they have a direct link between your multidimensional customer mindsets and business milestone outcomes.

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## INTERACTIONS TODAY ARE "MICRO-MOMENTS"

Research from Think With Google reports that:



*"Consumer behavior has changed forever. Today's battle for hearts, minds, and dollars is won (or lost) in micro-moments—intent-driven moments of decision-making and preference-shaping that occur throughout the entire consumer journey."*

This new way of looking at consumer behavior requires you to change the way your brand looks at KPIs that matter.

Gradient's Brand Metrics Solution uses a statistical practice called *structural equation modeling* to build deep, meaningful, KPIs for your brand.

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# Build Brand Metrics That Matter

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Standard pre-packaged  
KPI dashboard solutions  
are no longer enough

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- 1 We work with you to understand your business and create hypotheses



- 2 We will build a survey-based experiment designed to rigorously validate (or disprove) hypotheses



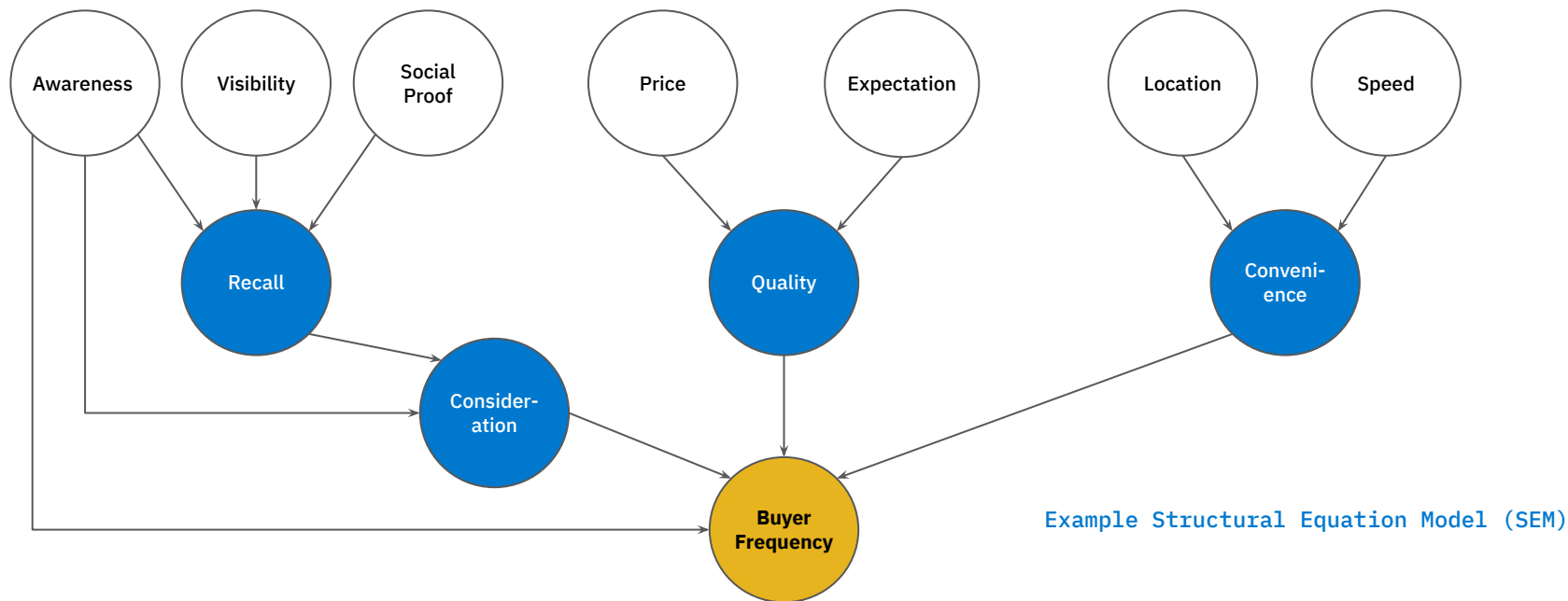
- 3 We use state-of-the-art statistical techniques to connect the dots all the way from brand inputs to KPIs



- 4 With custom visuals and easy-to-understand diagrams, we deliver a shared vocabulary for key brand metrics



With monthly or quarterly refreshes, your team will stay up-to-date about how your brand initiatives are moving the needle on the metrics that matter



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## INTERPRETATION

### How It Works

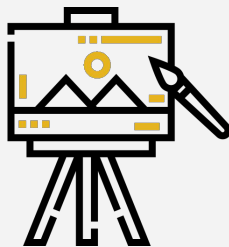
We break down the big-picture into **multiple models** to understand how dots in your business connect. We can tell you exactly what variables have a bottom line impact on purchase behavior and other revenue-generating outcomes.

A **structural equation model** can test a large number of hypotheses regarding the drivers of brand choice. What this analysis surfaces is a clear picture into actionable metrics to measure and optimize over time.

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## What You Get

### YOU GET THE IDEAL BLEND OF A STORYTELLING ART-FORM AND SCIENTIFIC RIGOR



We'll give you a **state-of-the-art** survey instrument to test a large number of product and brand attributes. We'll use this research to create a graphical representation of what drives product consideration and choice. You'll get an easy-to-understand report to present to key stakeholders, along with a recommended questionnaire to track KPIs over time.

#### WHAT WE CAN HELP YOU DO:

- ✓ Understand the 'behind-the-scenes' factors that drive brand and product choice
- ✓ Identify which latent factors drive preference in your category
- ✓ Benchmark your brand's performance against competitors in your space
- ✓ Take action to improve brand competencies and personalities
- ✓ Develop KPIs to measure brand performance over time
- ✓ Incorporate brand metrics as predictors for forecasting engines and financial planning





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## To get started

We need to understand your strategic marketing objectives and existing KPIs. For additional resolution, we need to know which key competitors, segments, and geographies are critical for your brand.

## Pricing

Contact [hello@gradientmetrics.com](mailto:hello@gradientmetrics.com) to brainstorm a plan, discuss pricing in more detail, and identify steps in order to get started for your company.

-  One-time fee for the initial instrument design and analysis
-  Monthly fee for operating the model (updates at most 1x/week)
-  Additional hosting fees if applicable
-  You can cancel ongoing tracking studies at any time

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