GRADIENT

Product Guide

Do you *actually* know the health of your brand?

Track what customers really think about your — and your competitor's — brand

Stay on the pulse of changing market conditions with Gradient's brand tracking services

- ☑ Real-time
- ☑ Competitor Benchmarking
- ☑ Data Dashboard
- ☑ Comprehensive & Inclusive

The Challenge: Brand perceptions are constantly shifting

Are you tracking the performance of your organization's most valuable asset?

Customers constantly change their perceptions of brands, making it imperative that brands know what customers value and how competitors stack up. With a regular eye on your overall brand health, you can track your brand's relevance among current and potential customers and adjust marketing investments accordingly.

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With brand tracking, you can stay connected to consumers and stay ahead of your competition

PAST OR CURRENT BRAND PERFORMANCE HOLDS NO PREDICTIVE POWER FOR THE FUTURE

Your brand is currently resonating with a loyal Millennial following. You are appealing to their needs, and you see no reason to monitor your brand. The future looks bright.

In the not-too-distant future, the needs of Millenials will shift. A new segment will emerge dominated by Gen Y or even Gen Z. Suddenly, your brand no longer resonates with the values and needs of your — now former — customers.

Without constant attention, you won't know how customers perceive your brand relative to competitors. You could be blindsided by a sudden (or even gradual) shift in consumer sentiment, market dynamics or competitor strategy.

With Gradient's Brand Tracking you will never lose touch with your customers.

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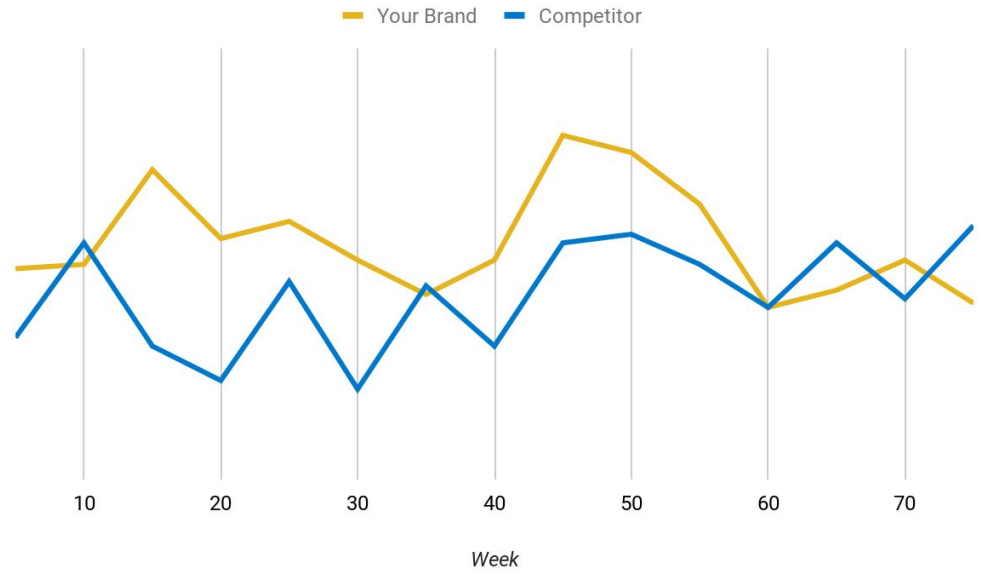
Track Key Brand Metrics

Get a real-time view of your most relevant brand KPIs*, including awareness, consideration, and usage

* Not sure what exactly to track? Gradient's Brand Metrics Development will tell you which KPIs are meaningful to your brand to get the most out of your tracking studies.

Trackable KPIs

E.g Awareness, Consideration, Preference, Loyalty



With weekly, monthly or quarterly refreshes, your team will stay up-to-date on how your marketing initiatives are moving the needle on metrics you care about

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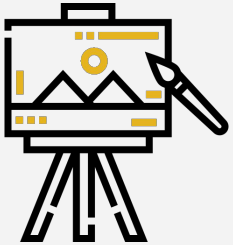
What You Get

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



We will design a **state-of-the-art** survey instrument to accurately collect data on brand KPIs, manage data collection through a top panel or through your CRM, and roll up the data each week, month, quarter into an easy-to-digest dashboard.

WHAT WE CAN HELP YOU DO:

- ☑ Take action to improve brand competencies and personalities that drive choice
- ☑ Benchmark your brand's performance against competitors
- ☑ Track key brand metrics like unaided awareness in real time
- ☑ Ensure that your marketing spend is achieving your objectives
- ☑ Identify trends among your consumers and competition
- ☑ Identify opportunities in key segments and geographies

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Stories From The Field

EXAMPLE I: Global Brand Funnel Tracker

1

A large global consultancy firm wanted to learn how their brand scores with a new target segment, across the entire funnel (awareness -> loyalty)

2

Gradient crafted a custom survey to surface the attributes associated with the brand across markets and segments

EXAMPLE II: Global Premium Spirits Brand Attributes Assessment

1

A global premium spirits brand wanted to track its brand attributes through a new campaign

2

Gradient crafted a custom survey to surface the attributes associated with the brand across markets and segments

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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 your key competitors, segments, and geographies that are critical for your brand.

Pricing

Contact **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
- ☑ Additional hosting fees if applicable
- ☑ You can cancel ongoing tracking studies at any time
- ☑ Monthly fee for data collection and dashboard refresh (updates at most 1x/week)

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The World's Most Forward-looking Organizations Trust Gradient