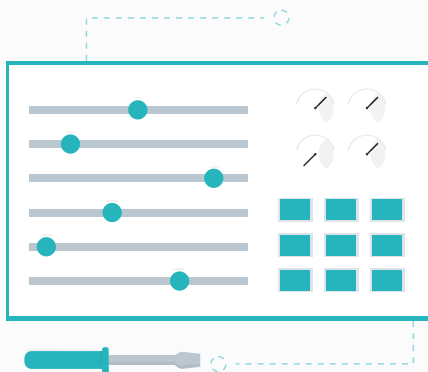


Brand Equity Tracking: Measure and Understand Your Brand Value

What is brand equity?

Brand equity is the commercial value derived from consumer perception of a brand.



Brand perceptions are changing fast

52% of the Fortune 500 companies have disappeared from rankings as a result of digital disruption in the last 15 years. Brands need to understand how they are perceived by consumers, how this perception impacts their image (more than their own communication actions), and how far this market perception is from the brand's targeted objectives, as this affects purchase intent and sales performance.

Why monitor brand equity?



Drive and improve the next brand activation



Detect new business opportunities



Measure brand influence across different markets vs. the competition



Refine your message or advertising strategy



Fine-tune your media investments

Hear what consumers say when you're not in the room

Using social data to track brand equity in a renewed and complementary way to traditional methodologies allows brands to get an enriched picture of the consumers' perception.

Key benefits:



Performed **continuously** and in real time



Based on a **large volume of conversations** on the web (not limited to people disposed to answer to an interview)



Unbiased feedback from **spontaneous conversations** (no question framing the answer)



More time and cost-effective than traditional methods like surveys and focus groups

Introducing Social Brand Trackers by Linkfluence

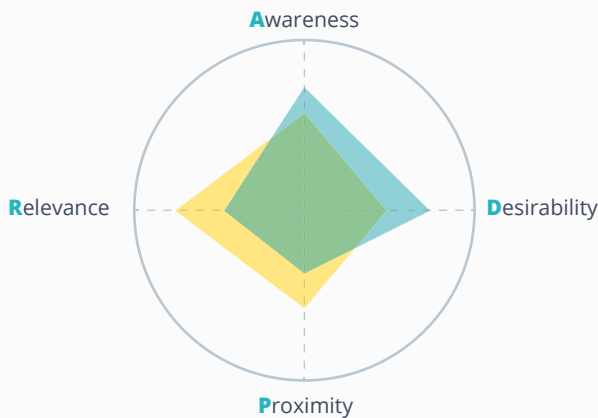
Based on our innovative proprietary methodology, **Social Brand Trackers by Linkfluence** analyze all relevant social media content, automatically extract any underlying brand perception data, and translate it into KPIs to gauge the value of your brand in real time. You get a detailed representation of your brand equity across its various brand drivers, benchmarked against your competitors'.

Understand how your brand's value is positioned within your industry

At a glance, understand **how your brand is performing** within your industry drivers and compare it to your competitors' performance.

You'll be able to:

- Measure the impact of your communication actions more qualitatively
- Adapt your communications to reinforce your positioning on some drivers and get better results where your brand is underperforming.



How to read ?
Brand A will be more visible and positively discussed than the market average.

Brand A Market

Keep measuring your brand value throughout the year

Social media and web data tell you what consumers think in real time, the moment conversations take place. This complements your annual traditional brand tracking and gives you an up-to-date picture of your brand's health *as it changes*.

Assess and improve your brand equity as it changes, not once it's too late.

Talk to an expert