

DATAiNTELLIGENCE

BRAND REPUTATION TRACKER

Brings **VALUE** from earned media.



WHAT IS IT?

Determines the most powerful brands in terms of reputation, calculated as a share of heart and share of the trust, based on monthly tracked brand KPIs (Key performance indicators)

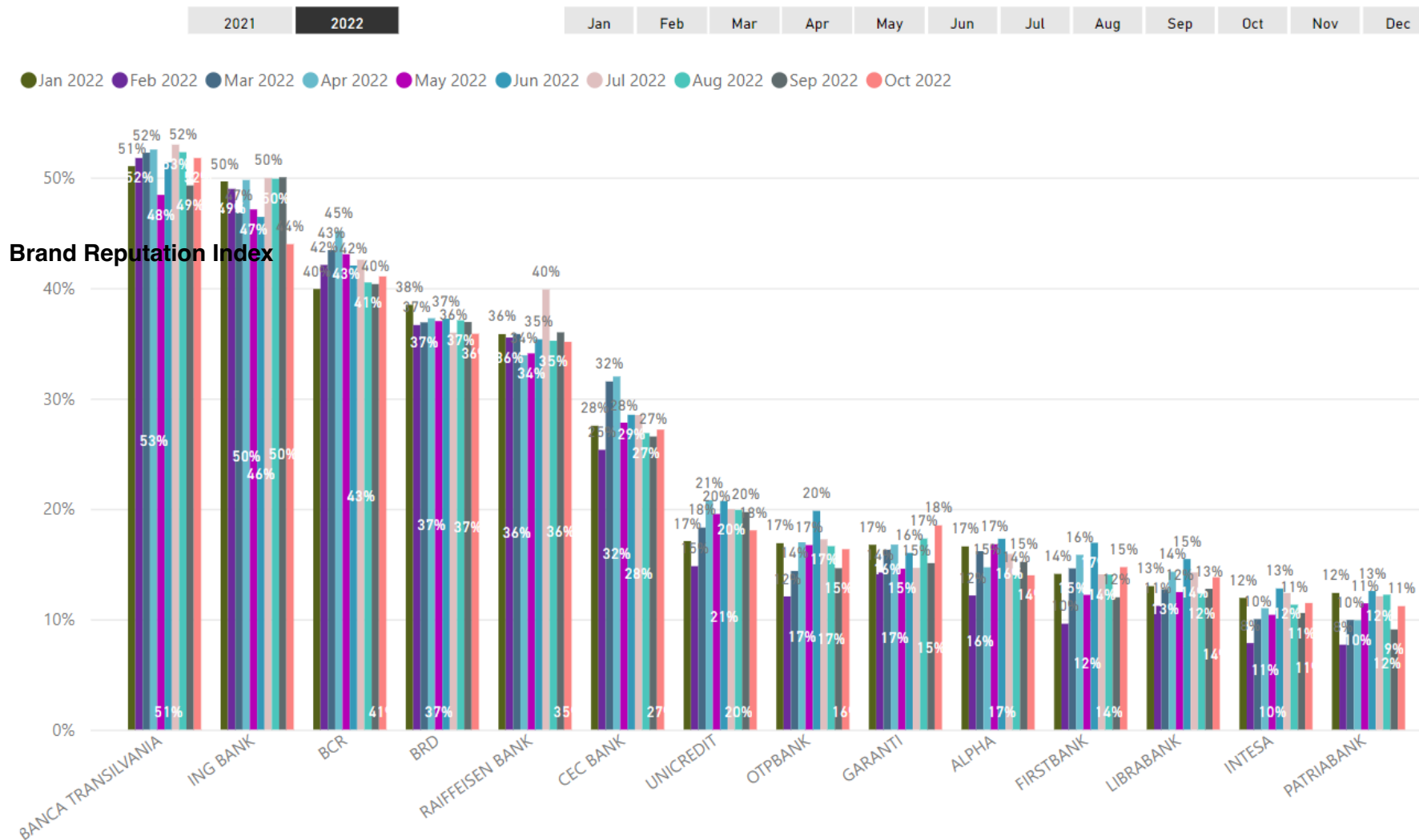
WHY WOULD YOU NEED IT?

Provides insights on areas to be improved to increase brand reputation (brand favourability, ad awareness, recommendation, renowned brand, trusted brand, socially responsible brand, sustainable brand) and exceed competitors' levels.

OUTCOMES

- An overview of brand reputation reported to competitor's level, analyzed among different demographic segments or groups of category-involved consumers.
- Evolution in time of brand's reputation components, explaining the impact of different tactics in uplifting trust or preference.

Brand Reputation Index

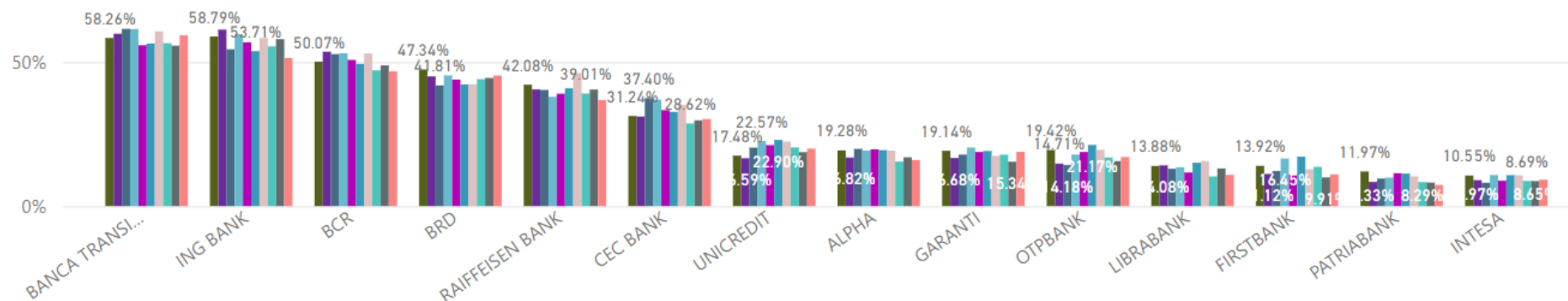


Share of Heart & Share of Trust Ranking

2021 2022 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

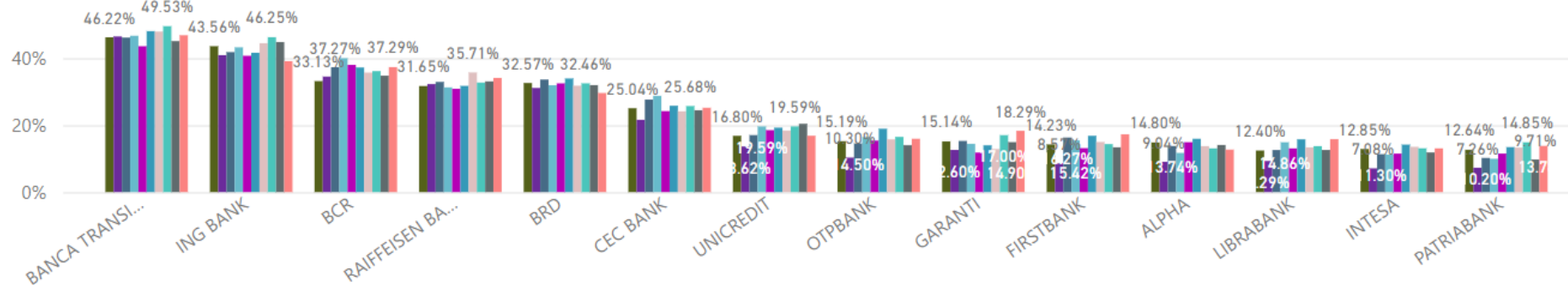
Share of Heart

● Jan 2022 ● Feb 2022 ● Mar 2022 ● Apr 2022 ● May 2022 ● Jun 2022 ● Jul 2022 ● Aug 2022 ● Sep 2022 ● Oct 2022



Share of Trust

● Jan 2022 ● Feb 2022 ● Mar 2022 ● Apr 2022 ● May 2022 ● Jun 2022 ● Jul 2022 ● Aug 2022 ● Sep 2022 ● Oct 2022



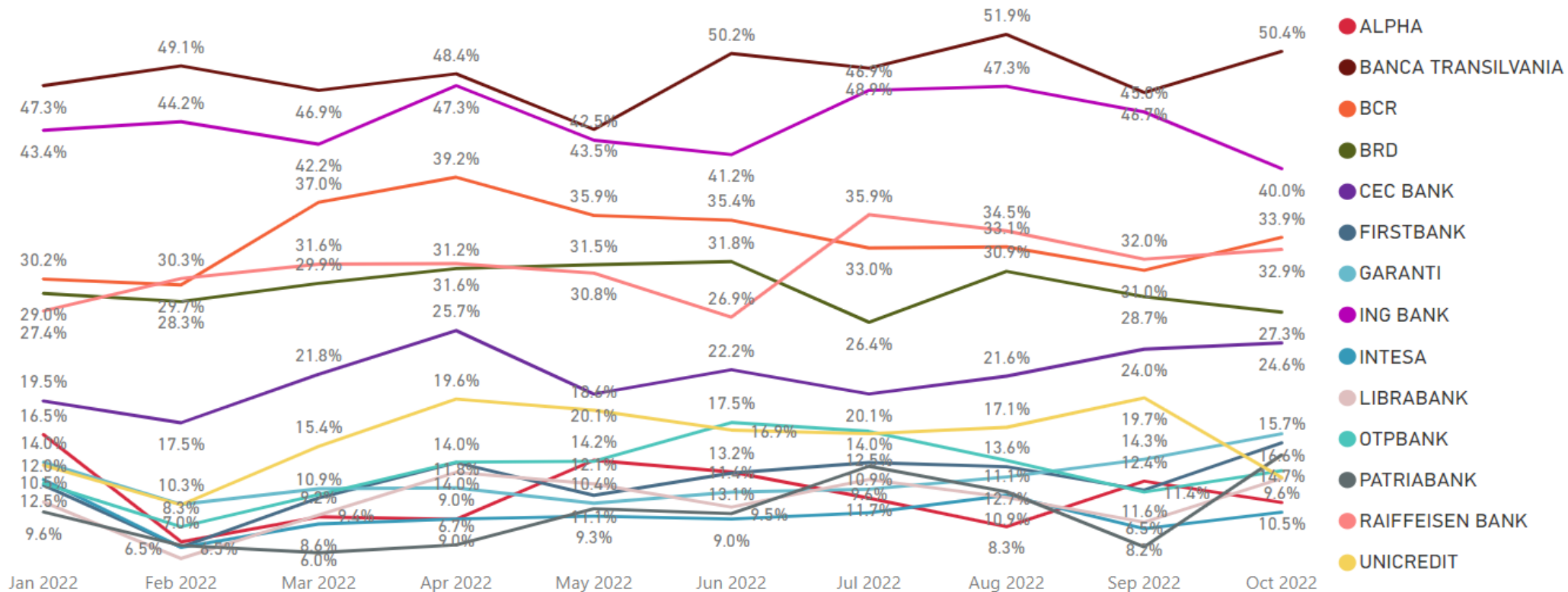
Reputation KPIs Evolution

2021 2022

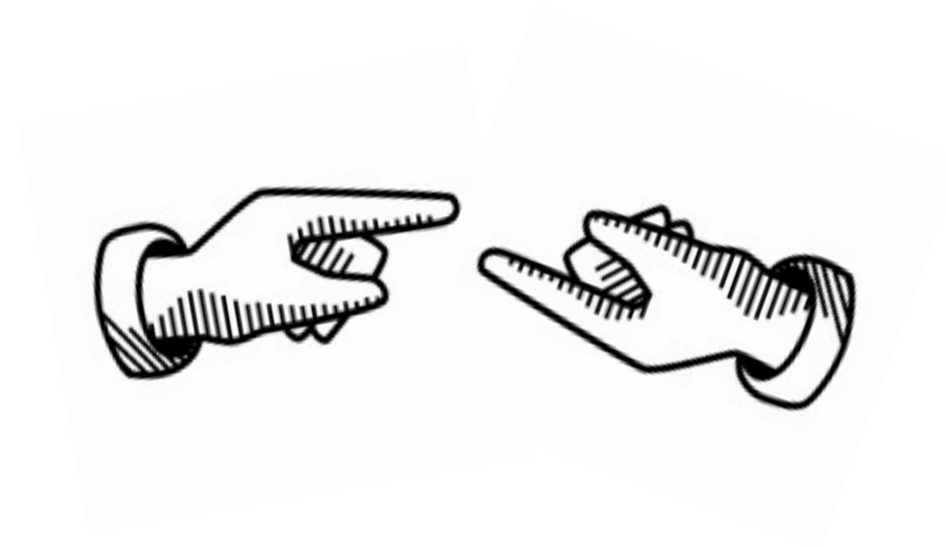
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Brand Tracker KPI

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