



# 6 MUST-KNOW BRAND TRACKING METRICS

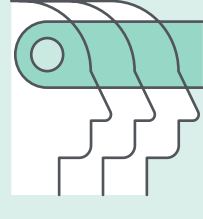
Discover how customers view your brand by evaluating these key measurements.

Understanding how your customers perceive your brand is critical to achieving, maintaining, and growing your market share. Yet many businesses still struggle to collect and act on customer perceptions, ultimately leading to poor brand recognition and opportunities lost to more well-known competitors.

Measuring and strengthening your brand presence requires:



Collecting insights directly from current and potential customers



Identifying how your brand is perceived



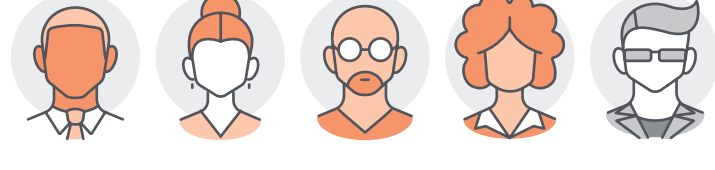
Determining how you can improve your brand equity

## THE VALUE OF BRAND TRACKING



79%

The percentage of executives who see positive ROI from brand tracking



Nearly 4 out of 5

executives say brand measurement has a positive impact on their company's top and bottom lines

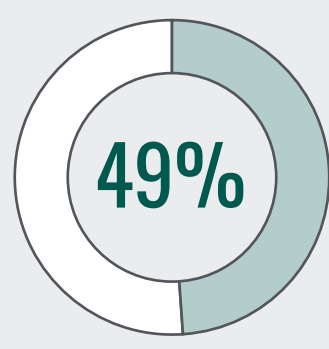


73%

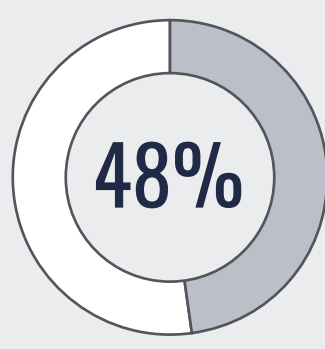
The percentage of executives who report brand tracking metrics have a positive impact on their business decisions

Source: Hanover Research

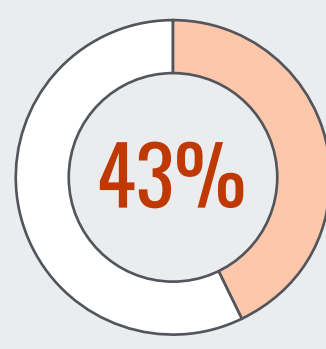
## THE TOP BUSINESS GOALS SUPPORTED BY BRAND TRACKING DATA



Increase customer satisfaction



Strengthen market and competitive positioning



Track the success of existing products

Source: Hanover Research

## 6 METRICS TO TRACK BRAND PERFORMANCE

These six key brand measurements follow customers through every stage of the buyer journey, allowing marketers to evaluate brand awareness, brand loyalty, and everything in between — ensuring that your brand is highly evaluated at each stage.

### 1: AWARENESS



**Brand awareness** is measured by two factors:

**Brand recall** measures whether customers remember your brand after seeing its advertising.

**Brand recognition** measures customers' ability to recognize your brand among competitor brands in your product category.



#### HOW TO MEASURE

**Surveying** a random sample of people, or a specific segment of people, allows companies to gauge how well their brand is known to both general and target audiences.



#### QUESTIONS TO ASK

- ☐ **Brand Recall**  
*(unaided awareness):*  
What specific brands can you think of?
- ☐ **Brand Recognition**  
*(aided awareness):*  
Which of the following brands of this product type are you familiar with?

### 2: PERCEPTION



**Brand perception** measures how potential customers perceive your brand and how these perceptions compare to other brands in the market.



#### HOW TO MEASURE

Use **focus groups** or **surveys** to gather in-depth insights about a customer's perception of your brand



#### QUESTIONS TO ASK

- ☐ **Overall Perceptions:**  
Does this brand evoke a positive, neutral, or negative sentiment?
- ☐ **Brand Associations:**  
What attributes do you associate with this brand? How does this brand compare to others in the market?

### 3: PRIOR USAGE



Measuring **prior usage** gives marketers a look at customers who have previously purchased their products.



#### HOW TO MEASURE

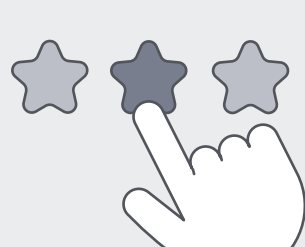
**Custom surveys** or **interviews** can assess prior usage of a brand and evaluate how customers interact with the brand and product.



#### QUESTIONS TO ASK

- ☐ **Purchase Frequency:**  
How frequently do you purchase this product?
- ☐ **Actual Usage:**  
How often do you use this product? How is this product used?
- ☐ **Purchase Channel:**  
When and where did you purchase this product?
- ☐ **Use Case:**  
What needs does this product address? When do you use this product?

### 4: PREFERENCE



**Brand preference** evaluates whether customers consider you a preferred brand; it also serves as a good marker for your brand's health.



#### HOW TO MEASURE

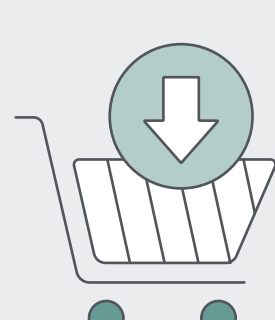
Information about online purchasing behavior, paired with **qualitative research** and **surveys**, gives a comprehensive look into your customers' brand preferences.



#### QUESTIONS TO ASK

- ☐ **Reason for Purchase:**  
Why do you return to purchase our products or services?
- ☐ **Product Features:**  
Which product features inspire you to choose this offering over competitors?
- ☐ **Retention:**  
Are there any changes to our products or services that would make you more likely to keep purchasing them?

### 5: FUTURE PURCHASE CONSIDERATION



**Purchase intent** encapsulates the likelihood that customers will purchase your products.



#### HOW TO MEASURE

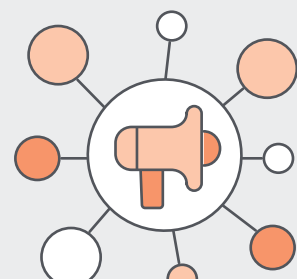
**Surveys, customer feedback forums,** and **social listening** can provide insight into prospective customers' confidence about purchasing the product.



#### QUESTIONS TO ASK

- ☐ **Brand Attributes:**  
Does this brand meet your expectations across a variety of brand attributes?
- ☐ **Performance:**  
Does this brand's products meet your needs and/or expectations?
- ☐ **Competitor Comparison:**  
How does this brand compare to other brands you've purchased from?

### 6: BRAND NET PROMOTER SCORE



**Net Promoter Score®** (or NPS) measures if customers are willing to promote the brand and its products to others. A high NPS signals high levels of loyalty and can often signal long-term success as customers prove more willing to forgive bumps in the road.



#### HOW TO MEASURE

Employing a **voice of customer (VOC) program** can help organizations gauge the loyalty and satisfaction of their customer relationships.



#### QUESTIONS TO ASK

- ☐ **Values:**  
Does this brand align with your values?
- ☐ **Recommendation:**  
Considering your complete experience with our brand, how likely are you to recommend our products or services to friends or colleagues?
- ☐ **Improvement:**  
How can we improve your experience? What do you like most and least about our brand?

How does your brand compare to the competition? Strengthen and protect your brand positioning with Hanover's Brand Tracking Analysis.

For more information regarding our services, contact [info@hanoverresearch.com](mailto:info@hanoverresearch.com)