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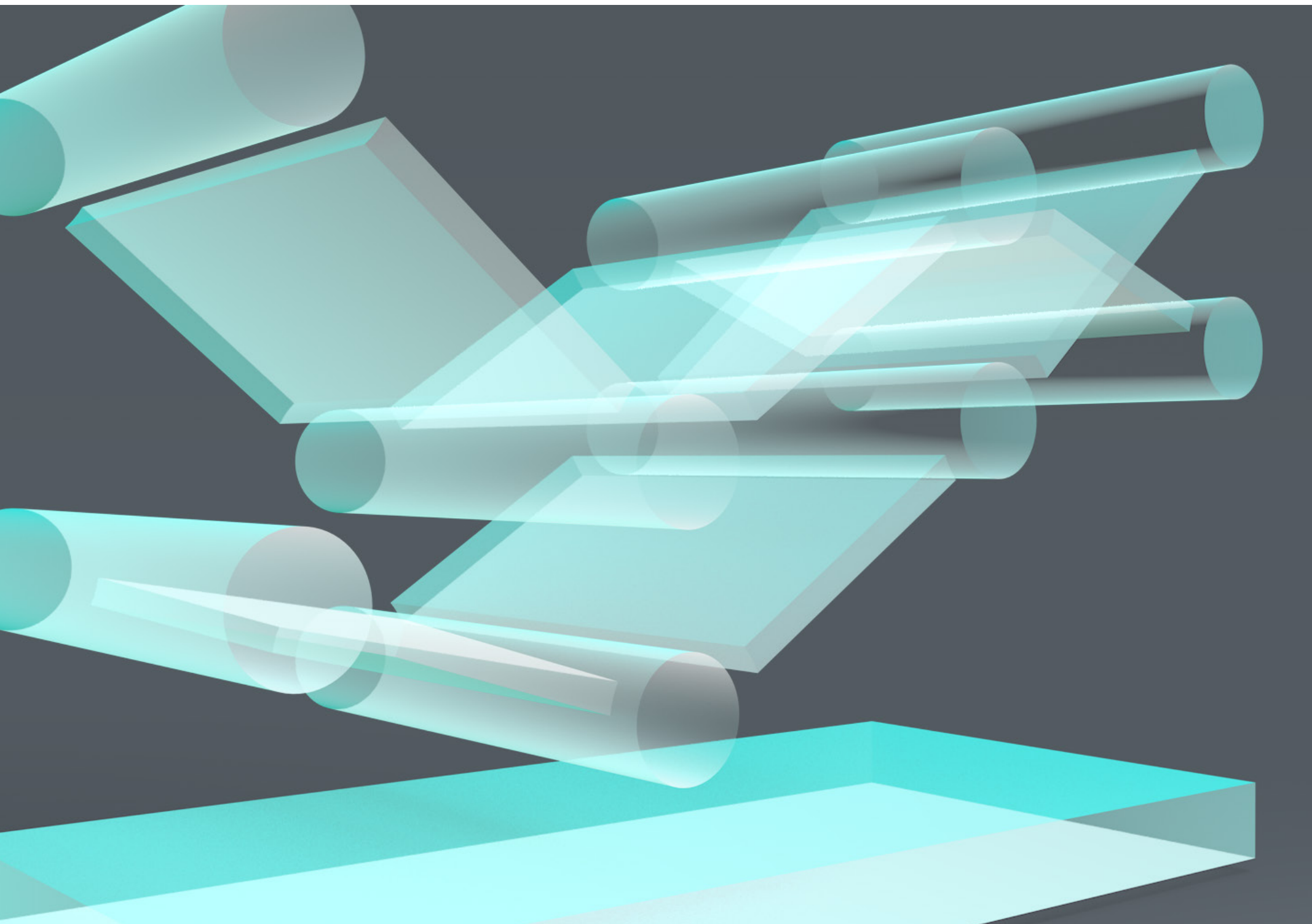
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# Guide to Brand Tracking Research

Automated Tracking for  
Real-Time Results

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SEPTEMBER 2020





quantilope's Guide to Brand Tracking Research aims to provide organizations with a framework for how to design an effective brand tracker; how to leverage automation for a more efficient approach to brand tracking; how to successfully implement advanced methods into your tracker; and how quantilope can help to automate your brand tracker and expedite your results.

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# 1

## What is brand tracking?

Brand tracking research allows organizations to continuously monitor their brand's health in the marketplace relative to their competitors over time. It's used to understand a brand's commercial value and their perception among a target group. For example, think of a legacy retailer monitoring their brand preference after acquiring a cool start-up brand, a fast food company needing to understand the impact of a recent contamination crisis, or a yogurt brand wanting to see if there is an effect on brand consideration after launching a new product with sustainable packaging.

Figure 1. Tracking Brand Consideration

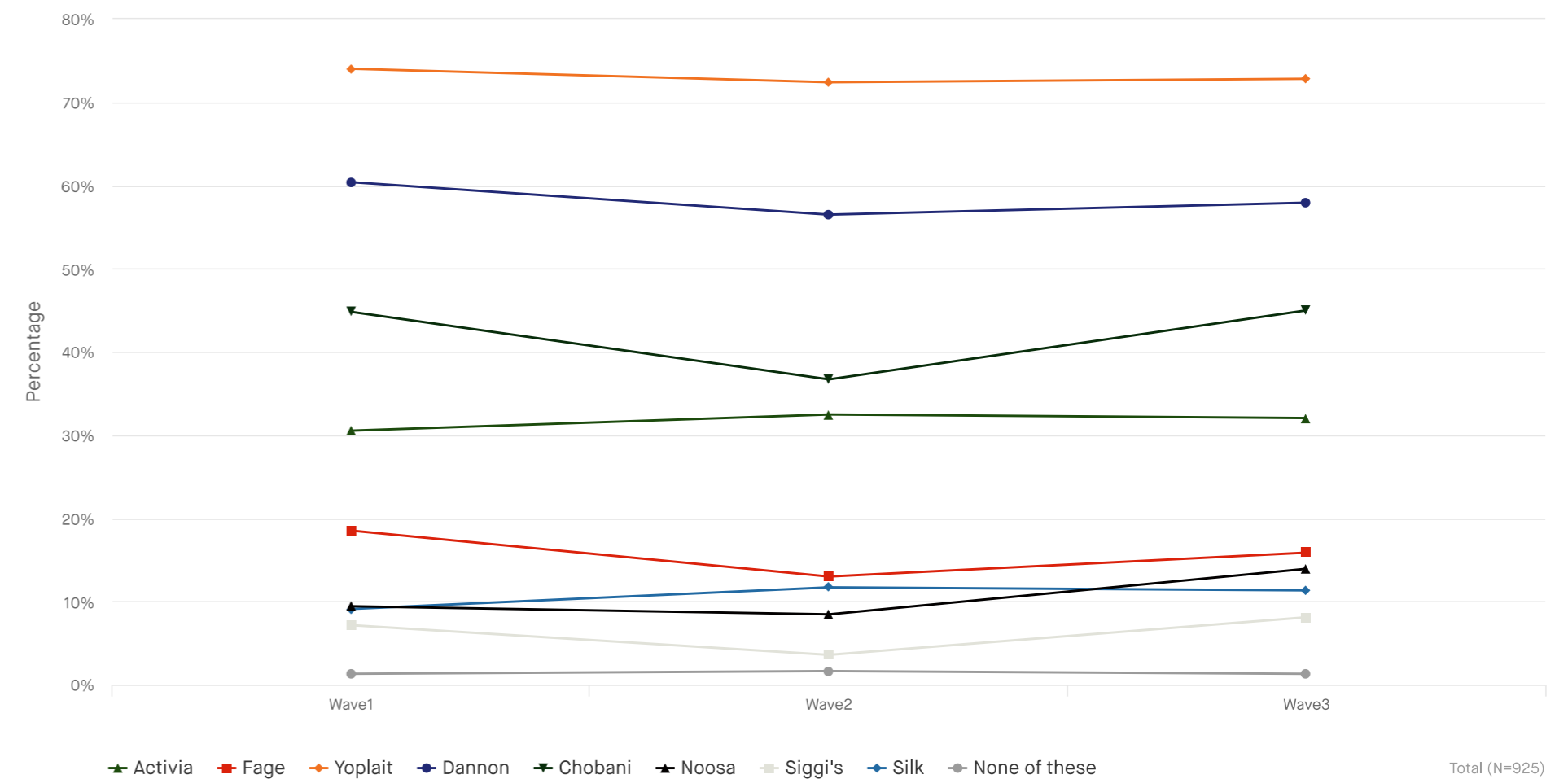


Figure 1 shows data from quantilope's syndicated brand tracker of the yogurt industry. The data focuses on brand consideration and the line charts represent the trend between Wave 1 and Wave 3 for each brand. The chart shows organic brand Noosa regains a larger share of considerers after a decline in Wave 2.



# Why is brand tracking important?

## Brand tracking allows companies to have a macro-view on the category.

Brand tracking studies provide insights into how your brand and your main competitors are performing. It's important to monitor your performance over time as category ecosystems and consumers' impressions of brands shift; whether it be a start up building momentum and becoming a disruptor like Lemonade who democratized the insurance industry by using technology to provide renters insurance policies in under two minutes; a news event eroding brand equity such as the #deleteuber campaign in 2017; or external shocks like a global pandemic that halts consumer spend and drastically alters consumer priorities.

Big trends and events have the ability to move whole categories. Established brands who don't move with them can be left behind, while smaller brands catering to the needs of consumers can shift to the top. We see this when looking at the ultimate trend in the CPG category. The chart on page 4 (Figure 2) shows how the mattress brand Casper received a significant gain in brand usage as more consumers switched from in-store to online mattress buying during the COVID-19 pandemic.



Figure 2. Tracking Brand Usage

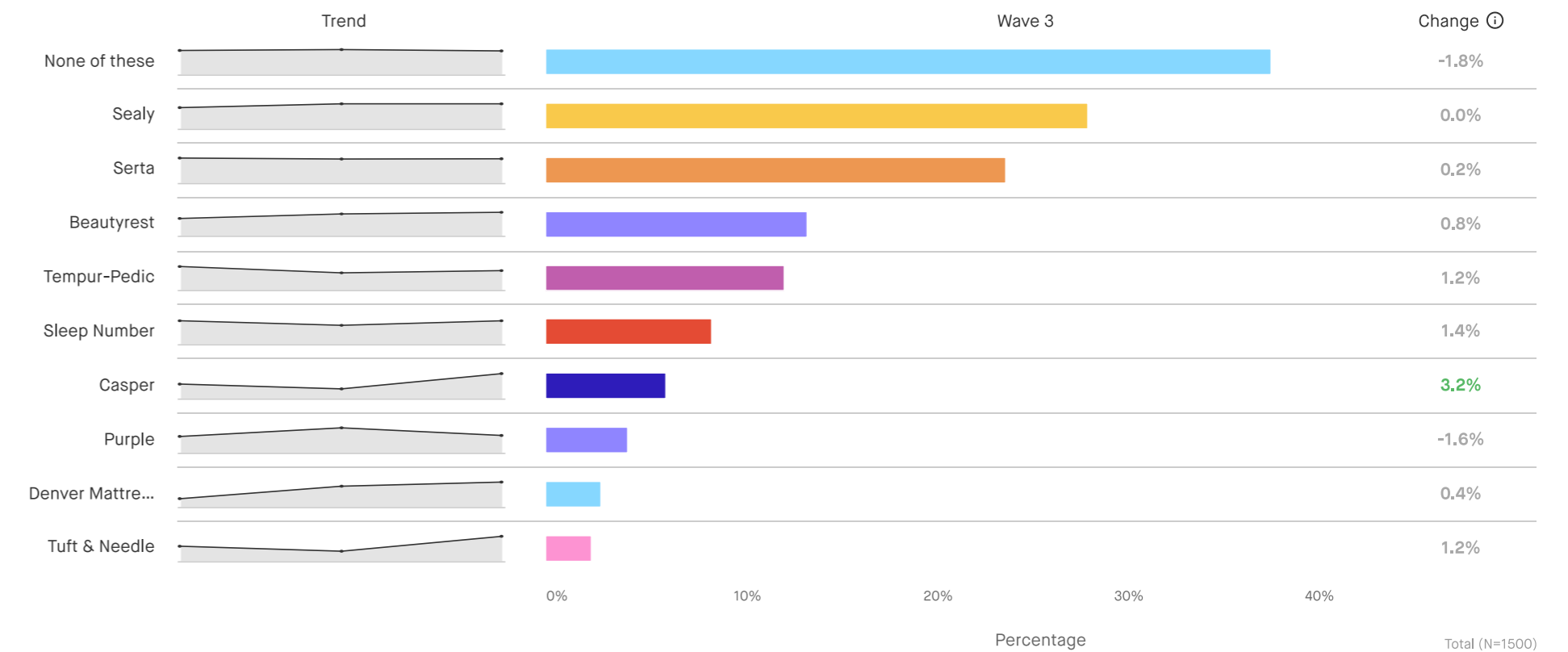


Figure 2 shows results from the third wave of quantilope's mattress brand tracking study. The data on the left shows the change in brand usage between the tracking waves. The middle data shows the results for the current wave, and the right side data shows the change in consideration since the last wave. Data in green shows a significant increase for that specific brand versus the previous wave. What we see here, is a significant increase in main usage for the Casper brand as more consumers are buying mattress online during COVID-19.

## Companies continuously invest in their brand and they need to understand their ROI.

While some of these touch points are organic (word of mouth, etc.), many involve large investments that target specific points of the brand funnel. Online and offline campaign data can be measured through behavioral metrics (e.g., online clicks, exposure to billboards), but they do not connect the dots for how it affects your actual brand funnel or perceptions of your brand.

Brand tracking data is the additional context companies need alongside sales and shopper data. Those who ignore tracking metrics may risk a loss of sales, authority, or ultimate bankruptcy like history has shown with brands such as Blackberry, Blockbuster, Payless, Chuck-E-Cheese's, Toys-R-Us, Forever21, J.Crew, and more.

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## What does an effective brand tracker look like?

An effective brand tracker should be lean & focused. Common key objectives for organizations to understand from brand tracking studies include:

- ▶ How is our brand performing throughout the marketing funnel relative to competitors?
- ▶ Once there is an initial purchase from my brand, how do customers feel and can we maintain their loyalty?
- ▶ Are we offering relevant added value to our target group with our brand and our products at this current point in time?

### Pro Tip

Make sure that you choose the appropriate competitive set. Who are your main competitors? Which small brands are emerging that you need to keep a closer eye on? Your brand's activities are always influenced by the competitive landscape and that should also be included in the tracker to create the right framework for the brand evaluation.

The brand-specific KPIs to answer these question are determined by the strategic direction and goals across the business. These can be steered from different departments, such as marketing, product innovation or customer service.

This normally means structuring your tracker around the following metrics:

#### Brand awareness

- ▶ What percentage of our target market is aware of our brand and each of our main competitors?

#### Brand consideration

- ▶ How much of my target group would consider purchasing our brand over a competitor? Who are our prospects or non-users that we can target accordingly?

#### Brand usage

- ▶ Who is actually using my product and are my users different from my competitors?

#### Brand satisfaction and loyalty

- ▶ What are the current sentiments of a user towards my product versus competitors?

#### Brand associations

- ▶ What do consumers think of our brand and what we stand for? Are we a brand of high quality products? Are we cost effective, trustful, trendy?

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## What other inputs should you be thinking about during the design?

### Frequency of measurement

The measurement frequency varies from daily to yearly points of measurement. Most brand tracking studies follow a quarterly cadence. At a strategic level, a quarterly cadence broadly aligns with organizational goal setting and reviewing performance. However, many brands also leverage monthly trackers to monitor the performance of holiday campaigns or new product launches.

### Target market

Broadly speaking, anyone who purchases from your category and is aware of at least one of the brands in your competitive set should qualify for your tracking study. It's important to incorporate a wide reach for your sample that includes both customers and prospects. Over time, one of your objectives should be to evaluate how well you are converting your target market from prospects into customers.

### Capture your KPIs

It's important to design a questionnaire that reflects your company's business objectives. If you want to be known as the "highest quality brand" in the category, your brand tracker should be measuring this perception over time. New digital brands want to pillar perceptions around innovation, while established brands focus more on KPIs like "caring" or "trustworthy".



# How does automation support brand tracking?

Traditional brand tracking is often logistically complex. The three key challenges organizations and research agencies face include:

## The questionnaire

Layered by years of revisions (archived questions, new brands, new attributes to test, etc.) tracking questionnaires require careful version control.

## Labor involved

Traditionally, the labor involved to execute and deliver a brand tracking wave involves an extensive team of researchers and operational staff to quality check, process, analyze, and report the results. A typical wave of results could take 6–8 weeks to process, alongside a high operational cost.

## Limited agility

Traditional brand trackers lack agility and flexibility; unable to deliver key insights at speed. While research teams focus on core deliverables, with analytics planning being built up over time, they are unable to deliver fast, ad hoc data cuts. This becomes an issue when brands need to see the immediate impact of launching a product in a new store or how a specific target group is feeling towards their products.

While traditional brand tracking has many barriers and limitations, automation now makes it possible to review results in real-time to make quick decisions and react to any changes in the market situation fast. With automated solutions like Quantilope, new data from each wave is automatically added to each of your tracking charts. The tracking charts

are displayed in Insights Dashboards to organize your results around the most important metrics for your organization. Data is live and displayed in the dashboard as soon as the first participant completes the survey. With the multiple dashboard feature you can create different data lenses that are ready to be shared with different stakeholders immediately.



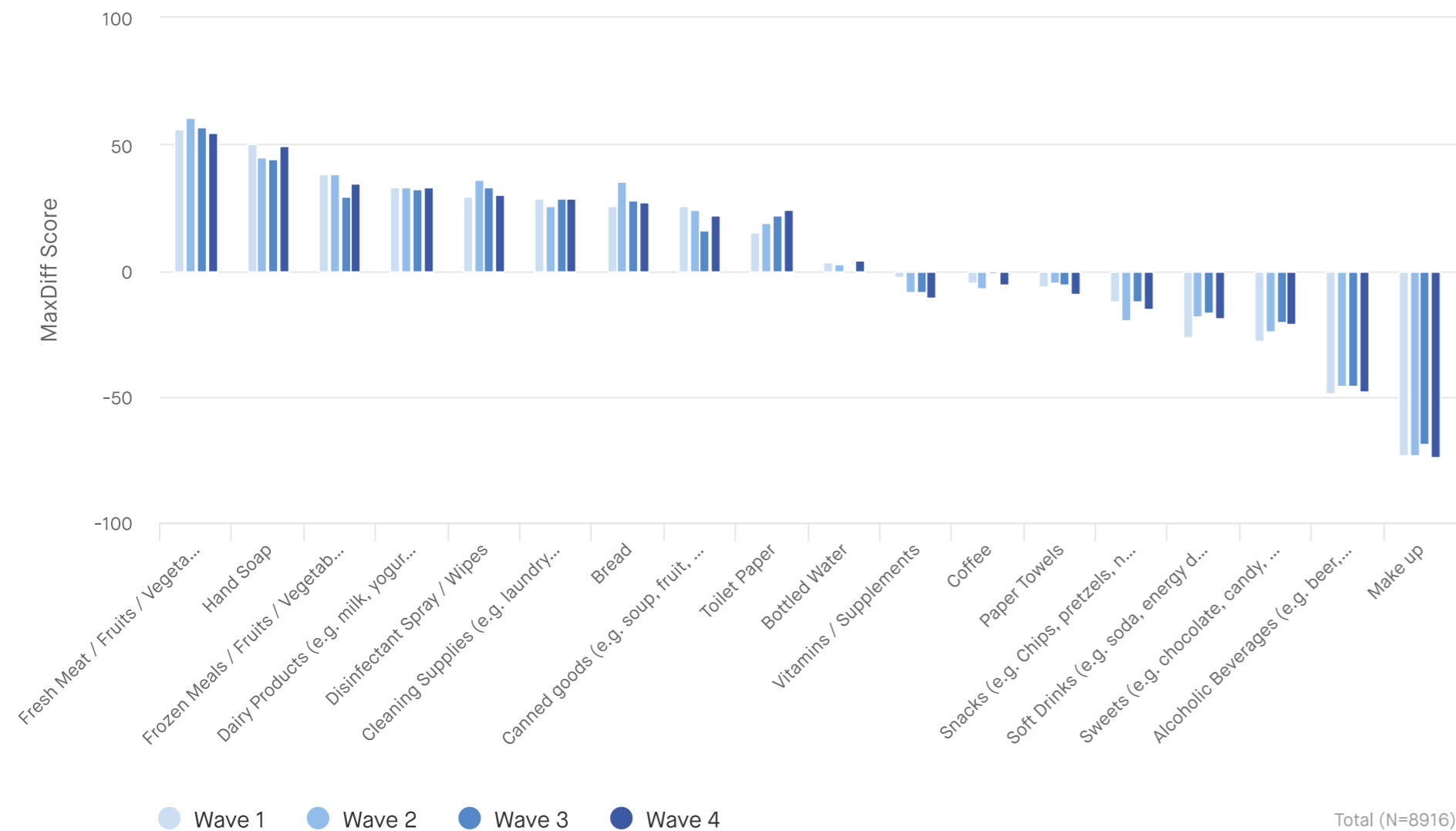
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## Can you leverage advanced methods in brand tracking?

Traditional brand tracking uses a mix of usage and attitude survey questions, often leaving in-house researchers and agencies with vast datasets to disentangle and find actionable insights from. However, at quantilope, researchers have the option to use some of our automated advanced methods in their

brand tracking projects to provide more substantive results, such as understanding subconscious brand associations and prioritizing which features or services need improving to affect a key outcome over time. See some of quantilope's advanced methods that are available for tracking included on page 10.

**Figure 3. MaxDiff Tracking Product Preferences**



**Figure 3** shows the results of a MaxDiff from four waves of quantilope's Consumer NOW Index. The MaxDiff is answering which products were the most important to consumers during the early weeks of COVID-19 and measured any changes weekly.

Advanced methods you can use in tracking include:

### Key Driver Analysis (KDA)

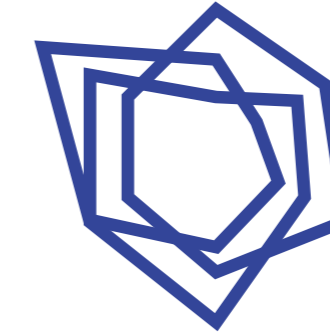


A Key Drivers Analysis is an advanced method used to determine how important various drivers are to an outcome such as customer satisfaction or purchase intention. You can use a KDA in a brand image study, studies on customer experience & willingness to recommend, product tests, and advertising tests.

#### RECOMMENDED USE

quantilope recommends using a KDA once a year to strategically prioritize levers, determine areas of improvement, and implement in-house measures to address the results. Successive waves can then track how your brand performs on these prioritized levers.

### Implicit Multiple Association Test (MAT)



The MAT method is used to uncover what consumers subconsciously associate with your brand in comparison to the competition. Implicit Association Tests measure how many respondents attribute a specific association to your brand, as well as how fast a brand is attributed to an association. This provides an indication for how strong an association is embedded in a consumer's System 1. The data is weighted by the reaction time (capturing the response in milliseconds) as the faster an attribute is linked to a brand, the stronger the association of the brand and attribute is.

Additionally, an MAT can be used to provide an in-depth analysis of your brand's positioning versus the category as well as competitors across different consumer motivations. This provides a clear guidance on strengths, weaknesses and category whitespaces.

#### RECOMMENDED USE

quantilope recommends using an MAT across all waves of your brand tracker. This will give you a strong indicator of the association network in the consumers' minds for each reporting period. By comparing this trend, an MAT will allow you to see if anything (e.g. your marketing communication) has made any effect on the intuitive associations of your brand in consumers' minds.

### Net Promoter Score (NPS®)



The Net Promoter Score (NPS®) is a business key performance indicator that provides insights into general customer satisfaction by directly measuring how likely a company, product, or service is to be recommended.

The main benefit of the NPS® is that it is simple and easy-to-use. As a result, it is not only easy for respondents to understand but is also straightforward to set up and analyze in your questionnaire. Additionally a NPS® can also be used as your outcome variable for a key driver analysis, so you can see what inputs are driving your NPS® score.

#### RECOMMENDED USE

quantilope recommends using NPS® across all waves of your brand tracker. Fundamentally, your NPS® scores are Promoters of your brand minus the Detractors (always shown as an integer, rather than a %). Over time, you will be able to see the trend of your brand's NPS® score.



# How is quantilope's tracking different from traditional brand tracking?

A lot of companies can fall into a holding pattern with their brand trackers and fail to leverage the data's full potential. This cycle may include collecting data once per quarter, reviewing the data for any significant shifts, and shelving the program until the next wave is available.

However, at quantilope, we ensure a strong return of investment by designing a solid, automated approach to brand tracking with a clear reporting style and actionable outcomes all delivered at speed – in just days compared to weeks or months with traditional trackers.

**Some of our key value adds include:**

## Experienced consultants in tracking design

We pair your organization with experienced research consultants from our Success Lab, who not only help design the tracker, but also conduct a workshop to understand your organization's strategy and key business objectives for the program.

## Real-time results

Unlike traditional market research agencies, quantilope can demonstrate speed through our automated end-to-end platform. This means conventionally long processes like survey programming, data tabulation, and results visualization timelines are significantly reduced. You can expect to see final results of each wave in a few days.

## Setup for long term reporting and automation

Once we have established the data visualization format, quantilope can automate the trended charts so that new waves appear as soon as the data is collected. Data interpretation becomes the only step to customize each wave.

All results from a tracking project are presented in a single report-style interactive Insights Dashboard. Insights Dashboards are easily shared with multiple stakeholders through a simple link to support organizational-wide learning.



## Urgent queries? Quick answers!

quantilope provides users the ability to segment, cut, and filter your data instantly, allowing internal teams to answer urgent stakeholder queries like "How do Millennials compare to Boomers in terms of Brand Consideration this wave?". quantilope will onboard all team members to be able to analyze the data set and empower users to find these results themselves.

## Agility to react to data trends by designing ad hoc studies with quantilope

Once we see a data trend and cannot determine the 'why' behind it, our users can create ad hoc studies in parallel to the tracker to dig deeper.

### For example

- |  |  |   |   |
|--|--|---|---|
| ▶ How much of a threat is this emerging brand? (A/B testing or Conjoint) | ▶ We want to update our brand logo – which version is closest to our brand image? (Implicit) | ▶ Are there other whitespace for our brand to leverage in this category? (Implicit) | ▶ How can we maximize reach through our next advertising campaign or product range refinement? (TURF) |
|--|--|---|---|

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# What's next?

Brand tracking should be used as fundamental data points in your organization, allowing you to track your category, brand, and competition over time. Traditional brand tracking has operational challenges, impacting the speed at which you receive results, the investment needed to execute the research, and the quality of results.

quantilope can provide your organization's brand tracking study with the speed, scientific rigor, and automation needed in today's fast-paced market. This, alongside the empowerment from our brand tracking experts, will enable you to quickly implement high-quality tracking results into your strategies and future proof your brand.

Get in touch with us today to start building your own brand tracker!

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