

A modern guide to brand & industry tracking

How brand leaders can stay on top of what's new,
what's next, and make more data-driven decisions



Table of contents

01

Getting ahead of
market trends

02

Building a tracker
that delivers results

03

Tracking your
target audience

04

Keeping an eye
on your industry

05

Analyzing your
tracker results

06

Optimizing your
brand tracker

07

Getting started



Getting ahead of market trends

If you're in the market, you've got a brand—and it's important to understand how your customers and prospects perceive it. A great way to do this is by using a brand tracker. A brand tracker is a type of research study that monitors key metrics for your brand—such as brand awareness, perceptions, and loyalty—on an ongoing basis, allowing you to quickly react to any changes in brand perceptions, measure brand growth, and stay ahead of the competition.

Whether you want to track brand awareness with a specific audience, branch out into a new market, or keep tabs on the competition, brand and industry tracking can help you collect insights over time to meet these company goals.

Are you an early stage company looking to build awareness? Focus on top of funnel metrics vs bottom of funnel. Are you trying to shift perception? Then associations and attributes might be the focus. Is your industry getting disrupted with new entrants? Competitive deep dives may be what you need.

Whether you're a business-to-consumer (B2C) or a business-to-business (B2B) company, brand and industry tracking allow you to conduct the kind of agile, timely market research that propels your brand forward.



Building a tracker that delivers results

Honing your audience

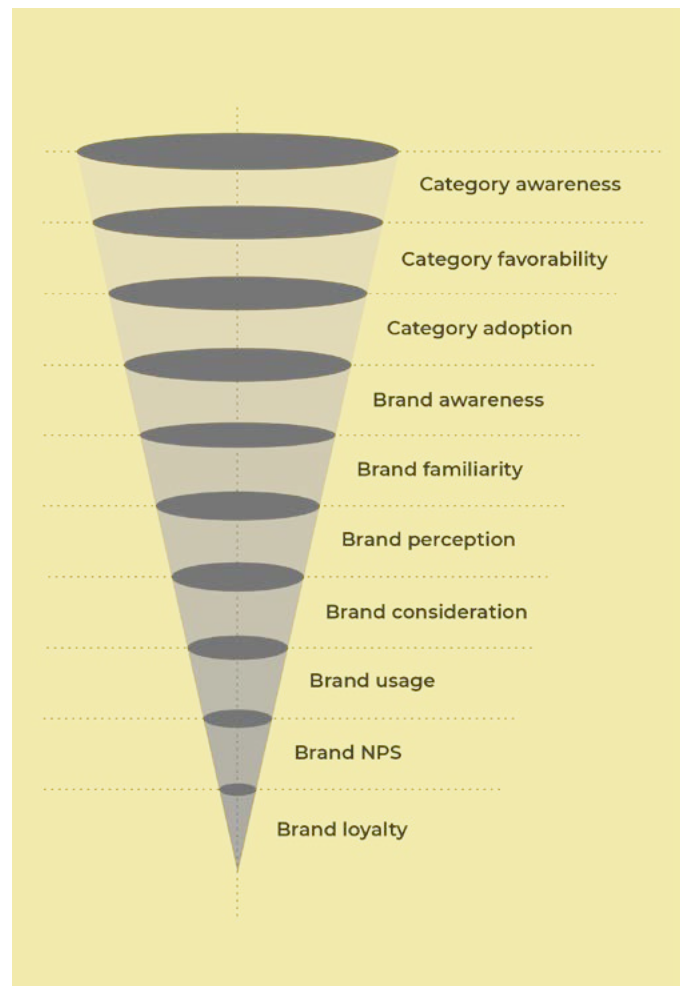
A brand tracker is basically a survey that is sent out repeatedly to the same audience segment at specified intervals. While the actual people who respond are different, their profiles should be similar so you'll get feedback from a consistent demographic.

To help ensure consistency, a tracker survey is divided into two sections: screener questions, which help you hone your audience, and the survey questionnaire, which will collect insights for your study.

If you structure your screener section with demographic questions, you'll be able to segment your results to glean additional insights. For example, if you add a question to your B2B brand tracker about company size or industry, you can segment results to spot trends based on respondents' size or type of business.

Creating a tracking questionnaire

The main brand tracking survey typically includes questions about brand funnel metrics, such as awareness and consideration, as well as brand attributes, associations, and loyalty.



Brand funnel and associated tracking metrics



Measuring your brand funnel

Here are a list of questions you can include to collect data based on funnel metrics:

Brand Awareness: Unaided and Aided

Brand awareness measures how familiar people are with your brand or product.

Unaided awareness:

These questions don't prompt respondents so you'll likely get the first brand that comes to mind.

Example for B2C:

"When you think about athletic shoes, what brand first comes to mind?"

Example for B2B:

"When you think about office productivity software, which brand first comes to mind?"

Aided awareness:

Sometimes called "brand recognition," aided awareness respondents express knowledge of your brand or product when prompted with a stimulus, such as a list of brands, a logo, or an ad.

Example:

"Which of the following EV (electric vehicle) brands have you heard of?"

- Green Power Motor Co.
- Aptera
- Tesla
- Hyundai
- Lumen
- Jaguar Land Rover
- None of these



Brand funnel metrics

Brand Familiarity

A “familiarity” question can gauge how familiar your respondents are with your brand, using a Likert scale to group answers into measurable categories.

Example:

“How familiar are you with the Lumen electronic vehicle?”

- Very familiar
- Somewhat familiar
- Not familiar
- I never heard of this brand

Brand Usage

Understanding consumers’ brand usage will help you see where you stand and give you competitive insights to help you find the right position in the market. Brand usage answers questions such as, how frequently do consumers purchase your product or service, and are they purchasing from competitors?

You’ll want to measure if people have used your brand in the past, if they use it now, and how frequently they purchase. You can also ask if they’re purchasing other brands.

Example:

“Please indicate which of the following brands you buy or use regularly.” (Select all that apply.)

- Brooks
- Nike
- Mizuno
- Asics
- New Balance
- Other (Please specify)

Pro tip: Understand lapsed users by asking the usage question multiple times with different time frames. For example: “have you EVER used” vs. “have you used in the last 3 months” or “do you plan to use in the next 3 months” can be a good predictor of churn.



Brand funnel metrics (cont.)

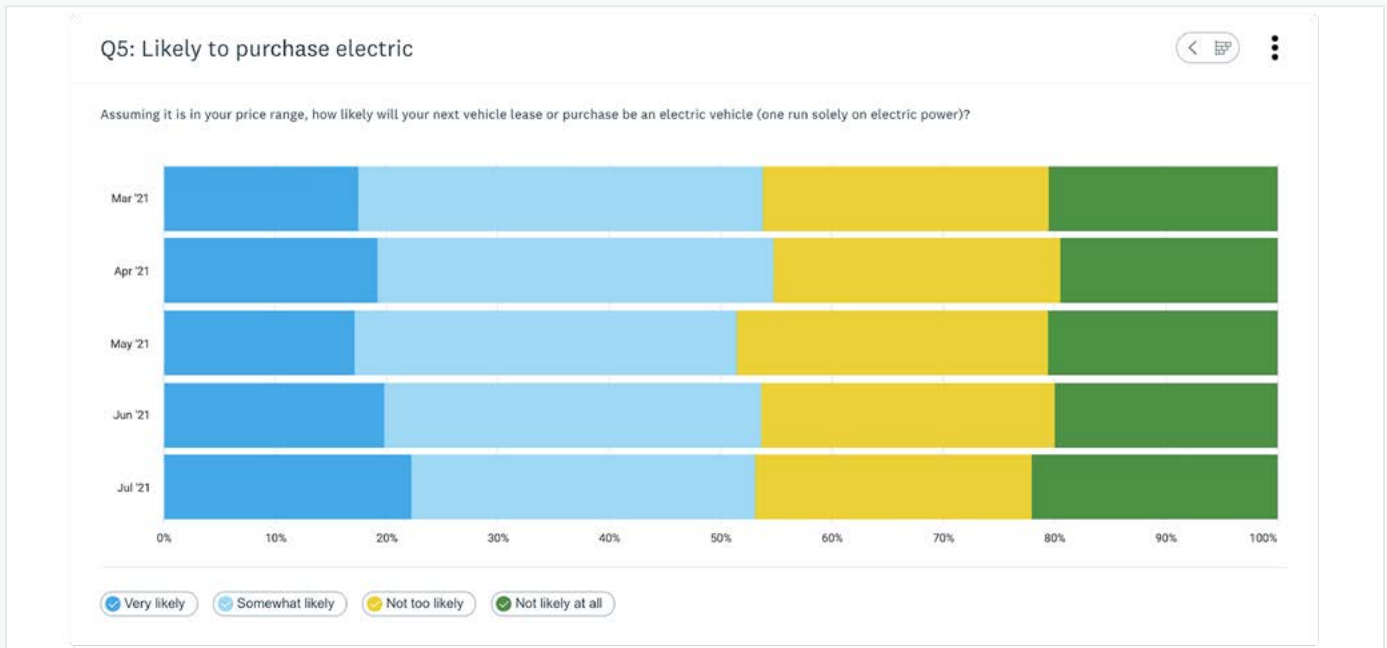
Brand consideration/preference/ purchase intent

Be sure to include questions that ask respondents whether they're planning on purchasing your product or service in the future.

Example:

“How likely are you to purchase Salesforce CRM software in the future?”

- Extremely likely
- Quite likely
- Moderately likely
- Slightly likely
- Not at all likely



Pro tip: Add-on questions, such as where customers purchase (online or in-store), which site and how frequently, can help you track and predict purchase behavior that will inform future marketing and sales strategies.



Brand funnel metrics (cont.)

Brand attributes and associations

Brand attributes are associations people have with a product in its overall category, and the associations people have with a particular brand in that category.

First, ask a question that determines what consumers expect and establish these as attributes, such as quality, price, reliability. Second, ask consumers to rate your brand and competitors on the most important attributes.

Example:

We would like to know whether you associate the following characteristics with each brand listed. Select all the characteristics that apply to each brand. If you have never heard of a particular brand, please leave those rating boxes blank.

	Comfortable	Supportive	Flexible	Nice design	Best brand in category
Brooks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nike	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mizuno	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Asics	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Balance					

Pro tip: This approach will help you see which characteristics consumers associate with your brand (and your competitors), and give you insights as to which attributes you should focus on in your marketing and sales campaigns.



Brand funnel metrics (cont.)

Brand Favorability

This attribute probes on how favorable customers and users are towards your brand, compared to others. For example, your customers may be software users who MUST use your brand on the job, but if they were the decision makers, they might choose an alternative.

Example:

“How favorable do you feel toward the Salesforce brand of CRM (customer relationship management) software?”

- Very favorable
- Favorable
- Somewhat favorable
- Somewhat unfavorable
- Unfavorable
- Very unfavorable

Brand Loyalty

One way to get at brand loyalty very directly, is to ask your respondents about their willingness to recommend your brand.

This type of survey question is called the NPS® (Net Promoter Score®).

Dig a little deeper and collect insights on customer satisfaction, brand trust, perceived quality, and perceived value. If you track these attributes over time and see a dip in brand loyalty or intent to purchase, you can look at some of these attributes for possible correlations.

Example:

“How likely are you to recommend this company to a friend or colleague?”



Tracking your target audience

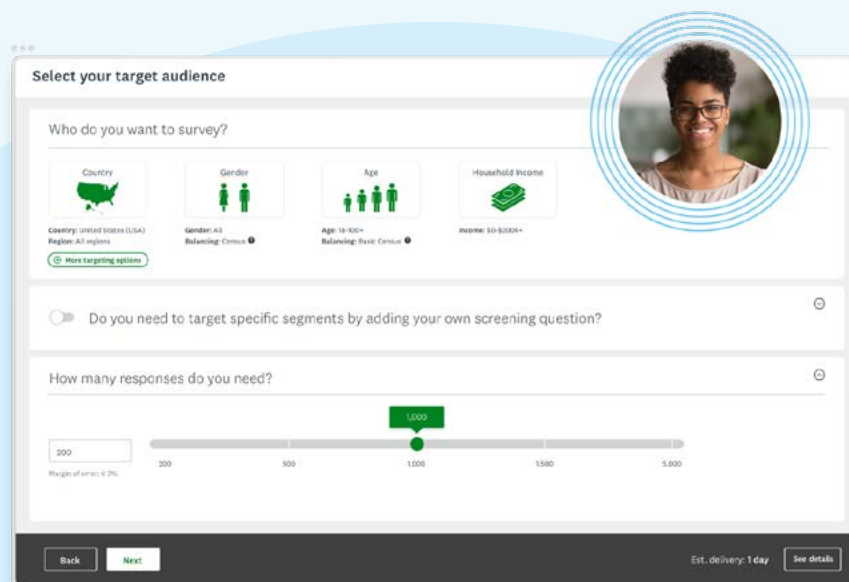
Why quality data matters

Finding the right audience is one of the most important, and sometimes overlooked, variables in a tracking study. To collect good data, it's crucial to accurately target your audience, and make sure the people you reach provide thoughtful responses.

Using an online panel gives companies hundreds of targeting options. B2C companies may want a sample balanced by geography, gender, age, or ethnicity. B2B companies may want to target users or decision makers, and then balance by title, employment status, industry, or company size.

Online panels are only as good as the respondents they're made up of. Some panel providers don't support technologies and best practices to detect fraudsters or to ensure that respondents are engaged in the survey experience.

Feature focus: The Momentive online panel incorporates machine learning and AI, to detect fraudulent panelists and improve the quality of how a survey is structured for better completion rates. Our advanced algorithms can help companies understand and cluster groups of panelists based on specific behaviors, and analyze unstructured data, like open-ended text questions.



Keeping an eye on your industry

Industry tracking should be a part of your company's brand tracking strategy. Why? Because every brand is part of a bigger market, and understanding those dynamics is critical to gaining context on where your company stands.

And, while consumer behaviors can be difficult to anticipate, industry tracking might be the crystal ball your company needs. Industry tracking can give you a forward-looking view of how the market and your industry may be evolving.

Here are some of the most popular use cases for industry tracking:

Understanding consumer behavior trends

The COVID-19 pandemic showed brands how crucial it is to not only look back at performance, but to track consumer behaviors that can predict the future. Take alcoholic beverages; as sales shot through the roof, spirits rose more than lower-cost products, such as beer. Tequila sales topped all other spirits, as did canned beverages. Tracking consumer behavior by asking questions about purchase drivers, such as cost or availability, can help brands anticipate the dynamics of consumer trends.

Identifying emerging categories and players

Keeping track of your brand means being aware of new developments and potential competitors. White Claw disrupted the alcohol category with its hard seltzers, launching what became a new industry in 2016. Big brands, such as Corona, didn't enter in 2019. In June 2020, White Claw and Truly still held 75% market share, showcasing how an emerging company can get a leg up on larger competitors.

Tracking competitive dynamics and perception

Monitoring your competitors and perceptions about other brands is crucial. While White Claw still sits on top, the big brands have entered what is now a crowded market. White Claw could use an industry tracker to monitor these competitors on metrics such as awareness, purchase intent, NPS, and loyalty.

Tracking adoption or usage trends of a product category

Keep an eye on your customer. For example in 2021, canned beverage companies may compete for the wallet share of consumers who are no longer drinking at home, and might shift to ordering a draft beer at a bar. [A usage and attitudes study](#), with an industry tracker, can uncover these shifts in usage trends.

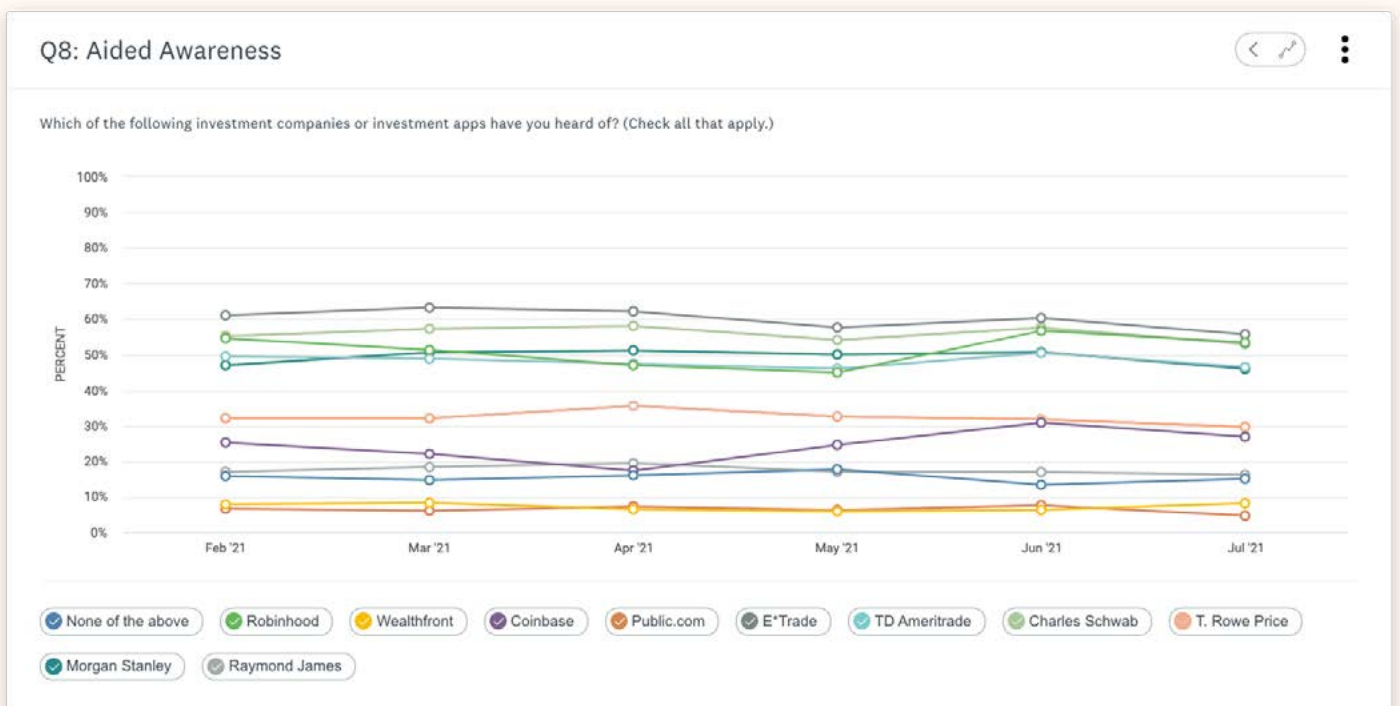


Analyzing your tracker results

Uncover insights in your data

Brand and industry trackers are designed to collect data over time, whether it's annually, quarterly, monthly, or more frequently. The value of this data is that trends are revealed over time, usually in small incremental changes, sometimes in larger spikes. Both results offer enormous value.

- A monthly tracker designed to keep tabs on competition might show a small incremental change that indicates a new company or brand is creeping up on you.
- A quarterly-to-quarter tracker can help you analyze marketing campaigns or product intros that were designed to have an impact on awareness.
- An annual tracker can provide insights on year-over-year performance of certain metrics, such as consumer purchase intent before the holiday shopping season.



Monthly tracker: Investment companies aided awareness



AI-Powered Insights: The Momentive trackers incorporate AI-Powered Insights, so you don't have to manually sift through hundreds of filters to discover the hidden gold. This exclusive feature instantly serves up statistically significant wave-over-wave changes to key metrics, highlighting the demographic and behavioral segments that shift the most.

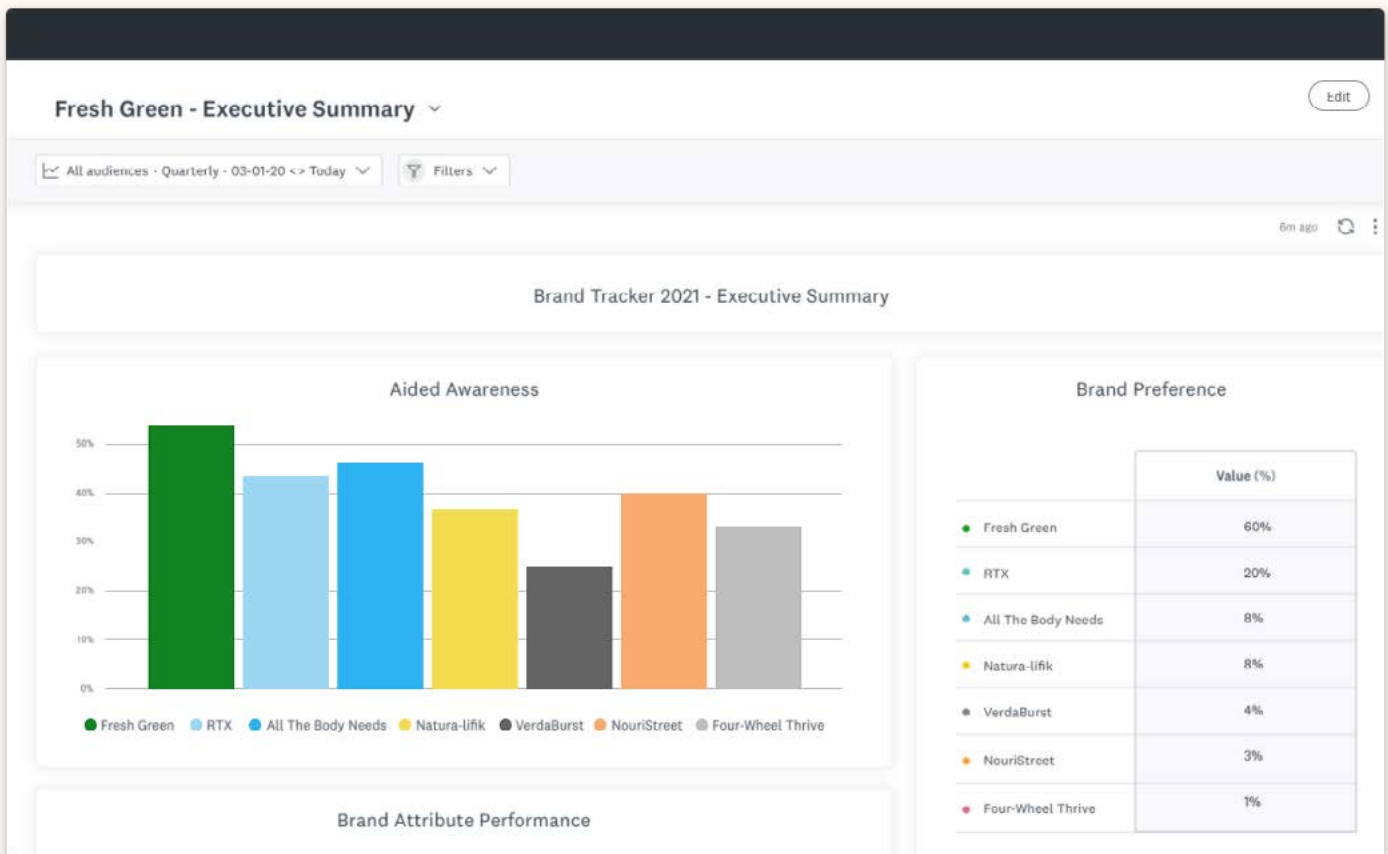
Taking action

Trackers have the potential to inform business strategy throughout your organization. Once you've collected the data, it's critical to circle back to your goals.

Keep your stakeholders in the loop and consider their objectives. Find out how each team can best use the tracker information, and ensure that the data you provide will lead to an accurate decision. Marketing teams may want insights on how a rebrand impacted awareness while product teams may want to

understand regional trends to adapt a product for a new market. Circling back to your objectives frequently can also help you adjust your trackers as needed, and collect data that continues to be relevant.

Creating custom dashboards to share results with various stakeholders can allow you to capture all the relevant data for that stakeholder in one place, and ensures that they are seeing what's most pertinent to their business priorities. Example of a tracker dashboard:



Taking ownership of insights

However, it's important not to let the data do all the talking. Numbers can lie if taken out of context, and insights teams are the best equipped to accurately interpret results. Highlight the most important insights and provide guidance on what the data means.

Similarly, ensure that you're presenting your tracker results in an intuitive and easy-to-understand visual format, utilizing charts and slides with key insights called out.

Trackers can be powerful tools to tell a brand story, to highlight growth opportunities, and inspire company-wide action. The best trackers have a strong narrative and point of view, and make strategic business recommendations that inspire stakeholders to take action and drive brand growth.



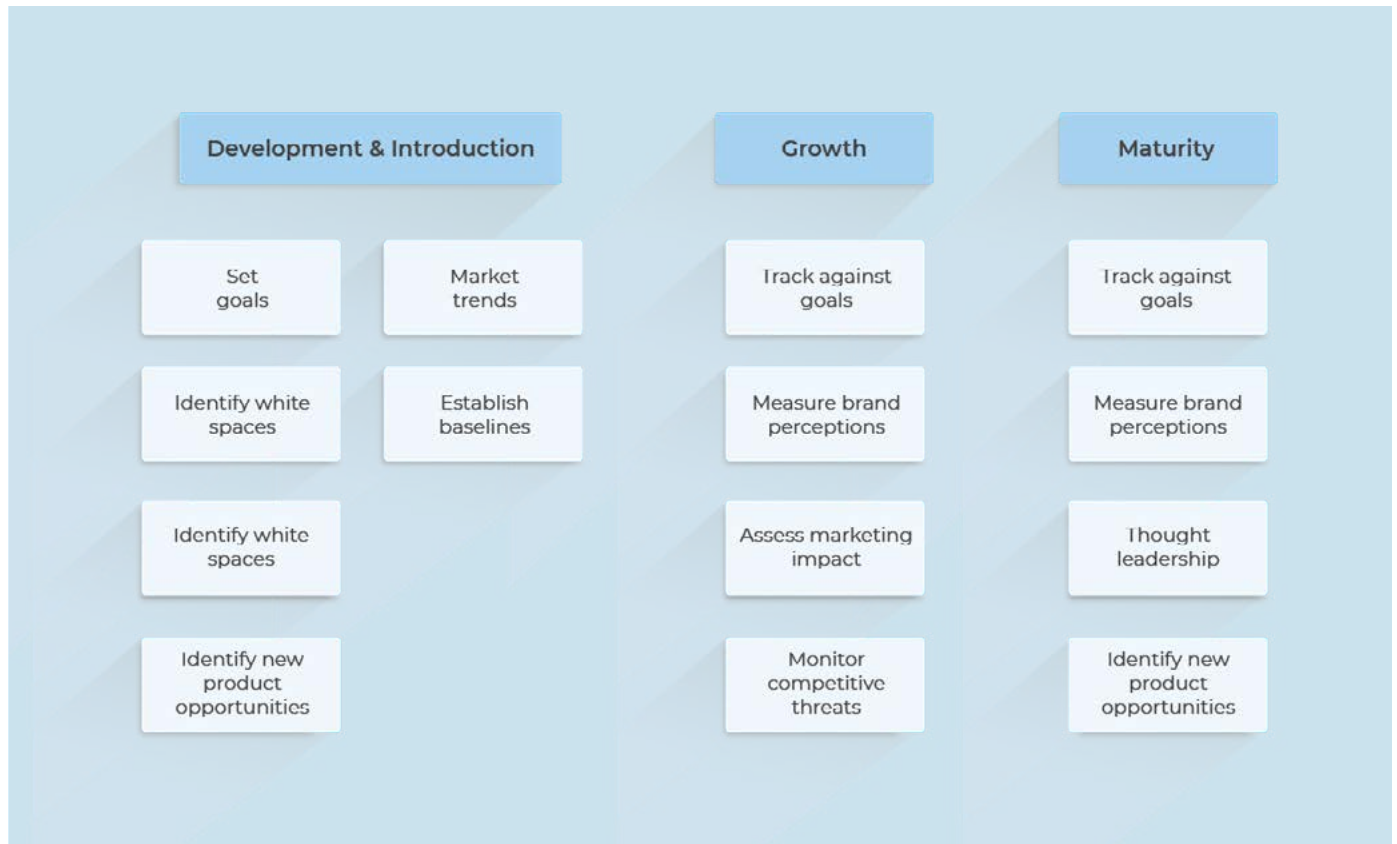
Optimizing your brand tracker

Over time, your use of brand and industry tracking will grow more sophisticated, as you see opportunities to connect one with the other and apply tracking in ways that directly support your marketing and other business initiatives.

The value you get out of a brand tracker really depends on what stage your brand or product is in, and which industry you're in. These factors determine not only the frequency with which you run your brand tracker but also what metrics you may want to track most closely. For example, if you're developing a product, brand tracking can help you assess the landscape and provide the context and insights to build the best product. It can help you set smarter goals and identify competitive advantages so you can carve out space in your market and strengthen your product positioning prior to launch.

Once your product reaches its growth stage, tracking research can keep you on course to meet and exceed your goals. You can also use it to identify perception gaps and opportunities in the category, track the impact of marketing campaigns and to keep ahead of new competitors in the market.





Tracker usage by company and product stage

Tracker frequency

How frequently you measure depends on what you're trying to learn at a given point in time. The type of brand tracking you need depends on a couple of factors, such as where you are in your product lifecycle, your competition, and the stage and maturity of your company.

Fast-growing companies in quickly changing markets might need frequent brand tracking research, while mature industries might only track during planned periods of change. You can choose how frequently you'd like to run your tracker—annually, quarterly,

monthly, weekly, on an ad hoc, or continuous basis. But tracking macro market movements or long-term trends isn't the only use for brand tracking. Companies can use tracking to measure the impact of marketing campaigns, product launches, or even news cycles.

For more established products and categories, you still want to continue tracking against your goals, but the goals might be different from before. For example, for a growth beverage brand like White Claw, you may want to closely track awareness, consideration, brand perceptions and NPS, but for a more mature brand like Corona beer, since it already has very high awareness, you may want to set goals specific to purchase, repeat purchase, brand loyalty.





Allbirds brand tracking is the key to market success

Who knew the most comfortable shoes in the world would be made of wool and sugarcane? Allbirds has used research from the start, and the casual-chic, eco-conscious brand has resonated with consumers all over the world.

The company, which debuted its first sneaker in 2016 through an online-only channel, has expanded into international markets and opened bricks and mortar stores. It now sells socks, underwear, tee shirts, and multiple sneaker styles.

This expansion didn't happen by chance. The company is obsessively data-driven and regularly tracks brand health and performance to inform its plans.

Before entering a new market, Allbirds runs studies using Momentive to establish brand awareness, understand brand perception in local consumer segments, and identify price points for a given market. This data is collected at regular intervals so it's always current and available to inform business decisions.



Brand awareness is a key component of our growth and expansion strategy. It's critical we have an up-to-date understanding of our public perception and marketing funnel metrics at all times to understand our existing customers and identify new opportunities.

Jen Jammalamadaka

Associate Director, Global Brand Marketing
Allbirds



Getting started

Uncover insights in your data

We designed this guide to help you use brand and industry tracking to quickly collect insights about your brand and industry and use them to power more agile, successful business decisions.

The [Momentive Brand Tracker](#) helps marketing and insights professionals continuously measure key brand metrics and collect insights on how customers experience your brand. It powers better decisions that support brand and business goals.

The [Momentive Industry Tracker](#) enables your strategy, research, marketing, and finance teams to continuously collect insights that identify market trends to inform business strategy and investment decisions. Measure shifts in buyer sentiment and preference, regularly assess the competitive landscape, and identify emerging trends early.

Our brand and industry tracking solutions, offer:

- **A longitudinal research platform**, with access to an always-on statistical analysis platform, where you can easily compare brand funnel metrics wave-over-wave and measure what changed, when, and why.
- **AI-powered insights** so you don't have to manually sift through hundreds of filters to discover the hidden gold. AI-powered insights instantly serve up statistically significant wave-over-wave changes to key metrics, highlighting the demographic and behavioral segments that shift the most.

- **Access to a team of expert researchers** who can help customize trackers according to your specific needs and in line with industry-proven methodology.
- **Data consistency**, because Momentive uses the same quality data sources and demographic balancing each wave, excluding respondents from prior waves, so you can be confident that your results are accurate and representative.

Ready to get started?

Contact one of our research experts to begin planning your brand and industry tracking strategy today.

[Learn more](#)

[Contact sales](#) ▶



About Momentive

Momentive is a new type of agile experience management company that delivers intuitive, AI-powered solutions built for the pace of modern business. We power the brave, curious, and ambitious who want to reshape their customer and employee experiences, products, industries—and our future. We put people at the center of our technology, and we're here to collaborate with those who advocate for equality. [Learn more at **momentive.ai**](#). 082021

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