

# QUICK AND EFFICIENT BRAND MONITORING:

## UNLOCKING INSIGHTS WITH THE AGILE BRAND TRACKER

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### A SMART AND AGILE METHOD TO BRAND TRACKING

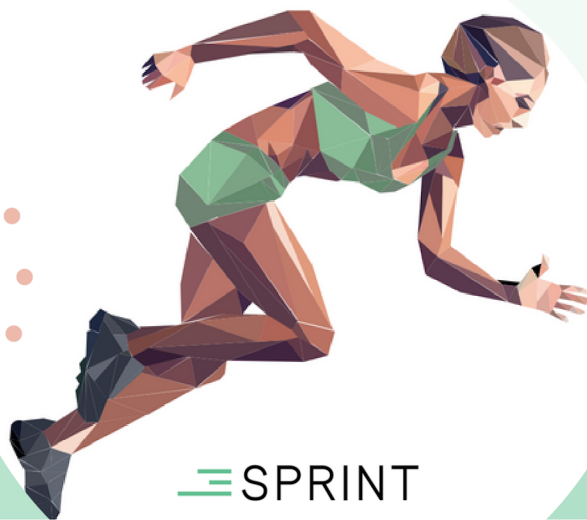
The Agile Brand Tracker is a **proven SPRINT solution** designed to track your brand over time. It is a **smart and agile** research method that is implemented quickly and efficiently, allowing you to save time and prioritize what matters most: your brand. We choose not to overcomplicate things and offer quick access to essential branding Key Performance Indicators (KPIs), while maintaining a close eye on your industry competitors. All insights are presented through our **interactive dashboard**, enabling you to delve into the data for in-depth analyses and meaningful comparisons.

### THE TWO MAIN BENEFITS OF BRAND TRACKING

Gaining insights into your brand's performance is vital for informed decision-making across various areas. Firstly, incorporating your **competitors as a benchmark** provides a comprehensive understanding of your position in the market. Secondly, the Agile Brand Tracker serves as an ideal **posttest following a campaign**, allowing you to monitor the progress of the KPIs targeted in your well-thought-out advertising campaign. These insights empower you to respond to changes and make **data-driven decisions** to further enhance brand growth.

### UNLOCK EASY ACCESS TO MUST-HAVE KPIS AND BENCHMARKS

Experience the ease of brand tracking through our comprehensive dashboard. Starting off with a **brand funnel**, the dashboard shows the performance of your brand in the various stages of the customer journey. The Agile Brand Tracker utilizes a **modular research design**, precisely measuring the most important branding KPIs in different sections: brand awareness, evoked set, and brand image.



## Brand awareness and evoked set

- Awareness: spontaneous & aided
- Appreciation
- Consideration
- Preference

## Brand image

- Awareness sources
- Familiarity
- Associations
- Brand values

This part also assesses two primary competitors as a **benchmark**.

## DO-IT-TOGETHER PLATFORM WITH QUICK RESULTS

With agile research being the core of our existence, SPRINT has the expertise to track your brand **quickly and in an agile way**. Our Agile Brand Tracker is seamlessly implemented in **multiple countries**. With the optimized survey in our platform, launching the tracker is practical and time-saving, taking mere hours instead of days. As a result, you gain valuable insights already **within 5 working days**. Moreover, throughout the entire setup process, you collaborate closely with a dedicated researcher. Our **Do-It-Together approach** ensures that you make informed decisions for your study, with confidence.

## SEVEN TIPS FOR SUCCESSFUL BRAND TRACKING

**1. Schedule a demo:** Our experts walk you through the set-up wizard and showcase the dashboard's features.

**2. Explore broad target groups:** Expand your target group beyond existing consumers to uncover untapped market opportunities.

**3. It's never too early to start brand tracking:** Uncover the initial market response after your launch or assess the impact of new brand milestones.

**4. Flexible measurement frequency:** Choose the frequency that suits your needs. Plan a measurement immediately after a campaign to assess its impact or choose quarterly measurements for regular tracking.

**5. Uncover in-depth customer journey performance:** Add the *Product Funnel Module* to deeper unravel your performance in the different customer journey stages. Gain insights into awareness, purchase, and retention in an extended funnel, while identifying key drivers and barriers.

**6. Assess campaign effectiveness:** Evaluate the impact and reception of your campaigns with our *Campaign Effectiveness Module*. By adding just 5 extra questions to the survey, you gather valuable insights on how your campaign was received by the target group.

**7. Seamlessly share results internally:** Export the dashboard as a PowerPoint or grant your colleagues access to the SPRINT platform for collaborative analyses.