

*In today's competitive landscape, monitoring brand health and understanding its impact on your business is critical. ProRelevant offers a unique new way to deliver a comprehensive Brand Health and Imagery Tracker at lower cost with faster turn-around. It is designed to deliver deep actionable insights that can support short- and long-term growth through enhanced brand perceptions across all consumer touchpoints. Our approach combines innovative AI-based technology and proven frameworks to ensure your brand is on the right trajectory based on social media content in the category.*

BUILDING

A MARKETING

MACHINE

ONE GEAR

AT A TIME

***The best marketers** find it essential to understand brand performance in the minds of consumers. Brand tracking helps measure awareness, perception, and loyalty, allowing businesses to adjust strategies, improve customer experiences, and ensure long-term success by staying aligned with market trends and competitive positioning.*

## SM-AI Brand Tracker

DRIVE BRAND GROWTH WITH DEEPER INSIGHTS  
AND FASTER TURNAROUND AT LOWER COST

## Brand Trackers that deliver

*Typical survey-based brand trackers are highly structured limiting their ability to capture nuance and long-tail feedback.*

*Social media-based brand tracking uses unstructured data to deliver structured results but also captures deep insights not possible with other methods.*



*ProRelevant's Brand Health and Imagery Tracker* ensures you're always one step ahead, making informed decisions to grow your brand in today's dynamic market.

#### **Holistic Brand Health and Brand Imagery Monitoring**

Gain a complete view of your brand's performance. Our tracker assesses brand health, such as, awareness and favorability and brand imagery such as, meaningfulness and difference, ensuring all elements of your brand are monitored with precision. ProRelevant's brand tracker provides a deeper understanding of consumer perceptions.

#### **Actionable Insights through Proven Frameworks**

Move beyond data overload. We provide clear, actionable insights based on proven frameworks that help you understand the "why" behind brand performance and develop strategies to improve it.

#### **Linking Brand Metrics to Business Outcomes**

It's not just about metrics - it's about impact. Our tracker links brand metrics directly to business outcomes, allowing you to clearly see how your brand translates into revenue growth and market positioning.

#### **Continuous and Adaptive Measurement**

Stay ahead of the curve with continuous tracking to alert you to market changes. Our measurement approach is flexible, ensuring your brand strategy is always relevant and timely.



## **Why Choose ProRelevant?**

- **AI Integration for Smarter Insights**
- **Fully Customized Solutions**
- **Over 100 Years Combined Expertise**

BUILDING MARKETING MACHINES

BY PROVIDING STRATEGIC AND

TACTICAL MARKETING ANALYTICS

AND CONSULTING FOR BRANDS

LOOKING TO GROW THEIR SALES

**ProRelevant**

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