

Future proofing

Your brand tracking Studies eBook

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Despite the tremendous value they offer, tracking studies are often on the chopping block of companies looking to cut back given their often-significant price tag, competing consumer insights priorities, or a perceived lack of value to the organization.

Traditionally, tracking studies have given companies a good sense of general awareness and impressions of their brand, product health and customer satisfaction. Properly designed and executed tracking studies, however, can provide you with even more. Instead of just being a rear view mirror into past performance and results, they can give you insight into ways you can secure the future success of your brand.



Brand performance and value



Brand awareness



Competitive forces



Customer loyalty

Introduction

Brand tracking is the most ideal method for measuring



Future-proofing

We've uncovered a few secrets to ensuring that you obtain maximum value from your tracking studies and keep them future-proofed.

- ▶ Extract maximum value from tracking studies
- ▶ Increase speed of response while decreasing expense
- ▶ Employ an end-to-end platform
- ▶ Brand trackers need to be consistent to be reliable





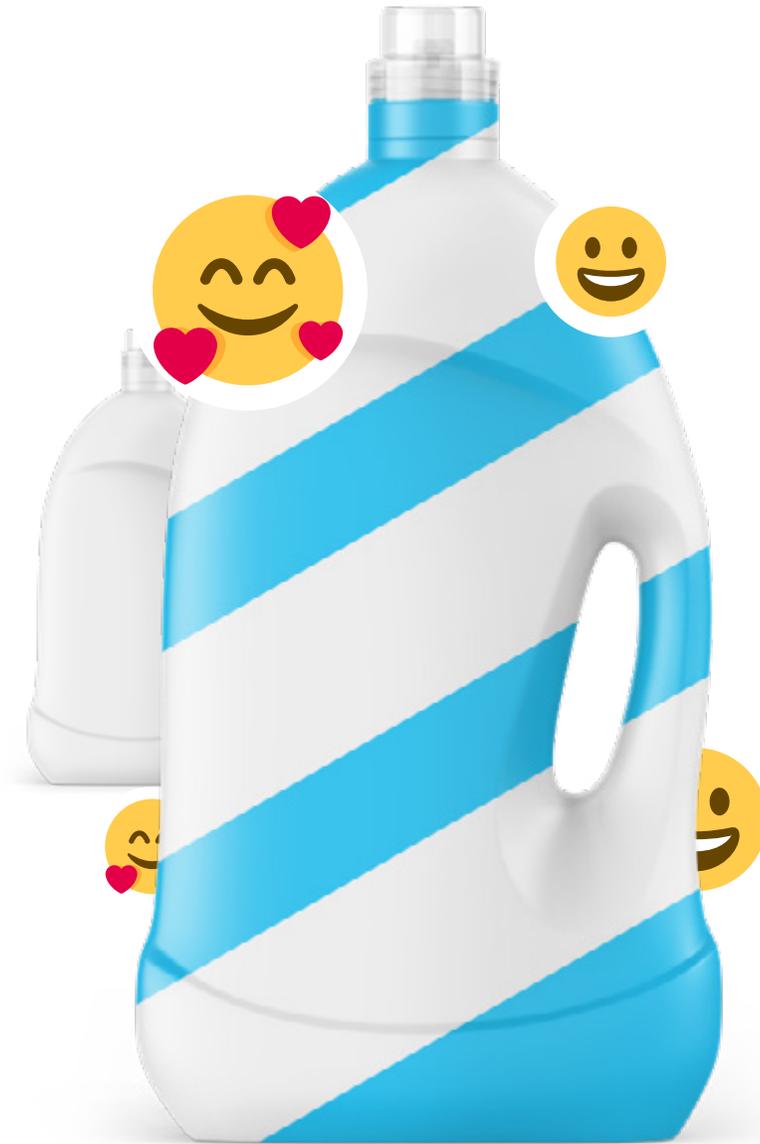
Extract maximum value from tracking studies

Brand trackers show us brand perception in real time. We'll see uplifts during successful campaigns and, unfortunately, depressions during adverse events. Helpful, certainly, but not helpful enough to avoid being one of the first targets during budget cuts. Today's brand tracking can deliver much more, giving companies a general sense of awareness and sentiment, going so far as to measure one company against another, with up-to-the-minute changes for fast-moving trends. As a result, the lifts we see today show us how well the general consumer feels on a continuous basis, and tracking can give us far more than just one small piece of information, as long as it's packaged the right way.



Increase speed of response while decreasing expense

The speed at which consumer sentiment and needs change these days creates a competitive landscape where established, large companies are pitted against tiny startups—and the winner is the company that's quickest to anticipate, recognize and respond to trends. Spotting these trends and consumer reactions to them relies a great deal on tracking studies that have been designed to give a competitive advantage to capitalize on trends and detect imminent challenges. With new opportunities to extract real-time data and conduct real-time, mobile-ready studies, you ensure your tracking results aren't just focused on finding the ROI of past campaigns but on anticipating future income generation strengths and weaknesses at a pace fast enough to keep up with new product development demands—essentially driving profit results that far override the overall cost of the studies.





Employ an end-to-end platform

That means having a variety of options—such as ad hoc surveys, communities and digital tracking—so you can gain a full, 360-degree view of your consumers. It also means tweaking trackers to focus on a dynamic range of data. Together, these moves can bring your consumers into the heart of the brand and result in far more effective marketing decisions. When we take our tracking studies beyond typical transactional customer feedback with the goal of obtaining a significant competitive advantage through insights and engagement, we can focus on getting results that lead to actions that result in retention, enrichment and advocacy. Further helping is the process of employing a robust, analytics-based approach to flagging trend changes and managing the sample frame to improve perspective around these movements.

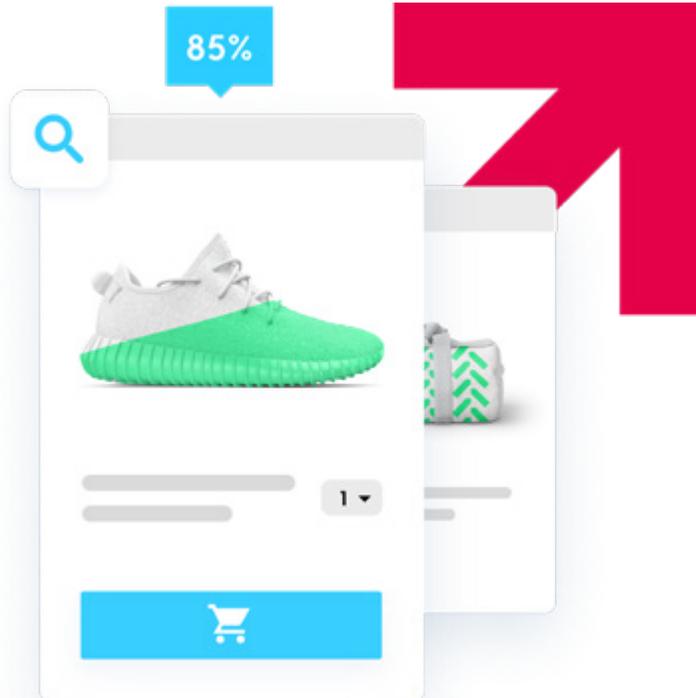




Brand trackers need to be consistent to be reliable

Brand trackers are nothing if not consistent. Not only does this mean that tracking studies need to be sampled consistently, and reliably over time, but that sampling be closely monitored when changes do arise. In many cases, when we take on new tracking studies, we need to ensure that they are mobile-optimized. Future-proofing tracking studies means ensuring that your consumers can access these studies on the devices they use most. This can mean that questions need to be evaluated and adapted for mobile as 40 percent of respondents opt to participate in surveys via a mobile device. Small changes include the need to evaluate grid questions, keypad functionality for open-ended and numeric responses, and verticalizing multiple-choice questions—and these are only a few of the small question changes needed to ensure compatibility.

Keep in mind that surveys are an environment, and altering any question changes the atmosphere. When a tracking study follows the nuanced and delicate measure of consumer sentiment and brand health, maintaining the sanctity of the environment is vital—which is why companies need to use a robust transition process that doesn't bias data. When changes are made or when tracking studies are transitioned from one supplier to another, maintaining sample consistency is critical.





Future proofing is easy, because trackers are the future

- ▶ With the right approach to maximizing value, increasing speed, maintaining consistency and end-to-end platform utilizations, trackers can help you:
- ▶ Establish a better understanding of your brand
- ▶ React quickly to change to course correct, or maximize success
- ▶ Leverage robust reporting platforms and end-to-end solutions to ensure a comprehensive understanding
- ▶ The value of tracking studies is being called into question, and quite possibly, they should be. Not because tracking studies can't offer you the information necessary to create future success for your brand, but because often the studies we're using weren't designed or implemented to create that value. By working to future-proof your trackers, you ensure that their value is not questioned, but felt.



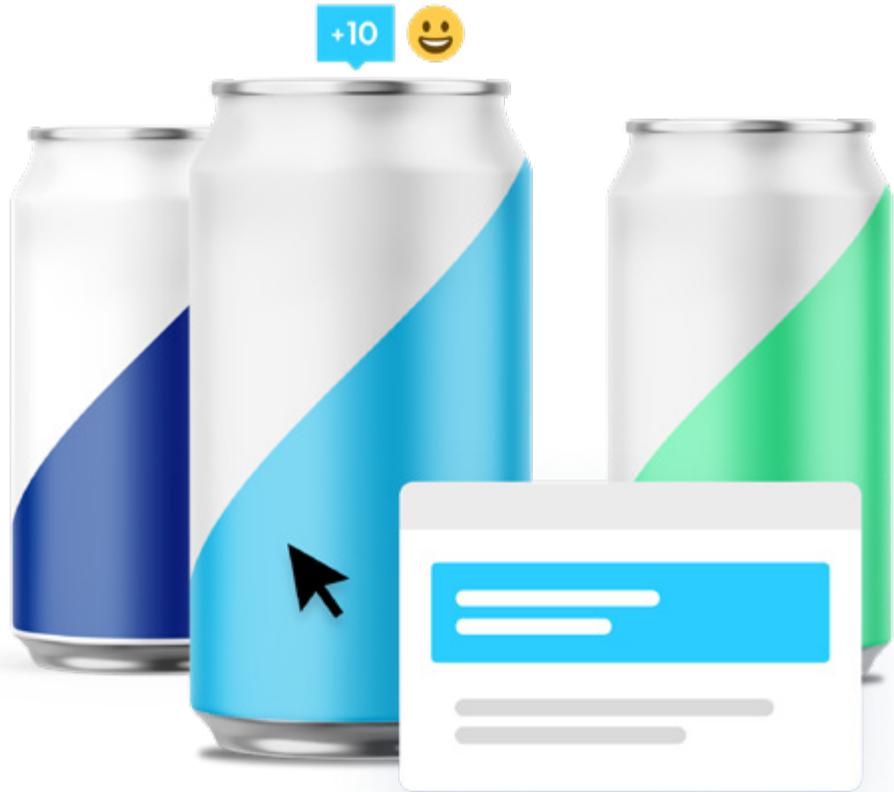


About Toluna

Toluna delivers real-time consumer insights at the speed of the on-demand economy.

Today's world is smaller and bigger at once, with consumers everywhere all at the same time. Their decisions are shaped by countless sources of input, and their sentiments are always in motion.

Toluna captures the moment and anticipates what's next. With a combination of innovative technology, human expertise and award-winning research design, we work to make the unknown known and to **explore tomorrow, now.**



Learn more about
real-time consumer insights at:
tolunacorporate.com

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