

Decode Brand Equity Drivers Through Contextual Listening

Product performance, brand value, social accountability, and emotional connection are some of the key drivers that play a role when consumers are making a purchase decision. Consumers look for products that meet their expectations in terms of product performance. They trust brands that uphold values that are relevant to them, such as innovation or quality. They are more likely to adopt brands that support social causes they consider important, such as environment or equality. They are more forgiving towards brands they have an emotional connection with. In order to decode their purchase decision in a category, you need to do a holistic evaluation to understand what drives consumers towards a brand and what acts as detractors for them.

There is a common opinion that you don't get a complete understanding of equity drivers on social platforms, and that performance-led product reviews dominate consumer conversations in many categories. We overcome this by taking an innovative approach to social listening. We go beyond social networks to tap into an ever-growing repository of more than 500,000 forums, communities, message boards and blogs. This is where people express their thoughts and emotions. The tangential conversations that go beyond brands set the context that drive consumer perception. Analyzing these conversations, quantifying them, and linking them to brand preference provides a deeper understanding of the equity drivers.

At MavenMagnet, we have developed techniques to contextually analyze consumer conversations to understand their values, emotions and opinions, as well as product experience, and how they together drive brand relevance for them. We use advanced technological and analytical techniques to provide a holistic analysis to help you better position your brand to serve your consumers and we do this while adhering to the most stringent industry and government privacy standards.

