Holvi had one big issue constraining growth. Their target audience of micro-businesses was hard to reach and track. Despite previously using in-house and third-party brand tracking methods, they weren’t able to get the data they needed. Holvi’s brand campaigns were shooting blind. Without being able to track their audience and measure brand perception, they were unable to accelerate growth in their space and overtake the competition.

Latana immediately enabled Holvi to measure brand perception for their niche audiences in Finland and Germany. The MRP-based brand tracking meant they could see how varying segments of their audience perceive them differently, e.g. freelancers who use Instagram versus those who use Facebook. Now Holvi continually adjusts its marketing strategy based on the new insights they have at their disposal. They are using the granular insights to pick up on changes that result from their campaigns. This would not have been possible for them without Latana.

Key findings

- Target audience is being reached by Holvi
- Brand perception is increasing in Finland and Germany
- Granular insights from Latana’s dashboard show impact from brand campaigns

Understand how you can track brand performance and grow your brand

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