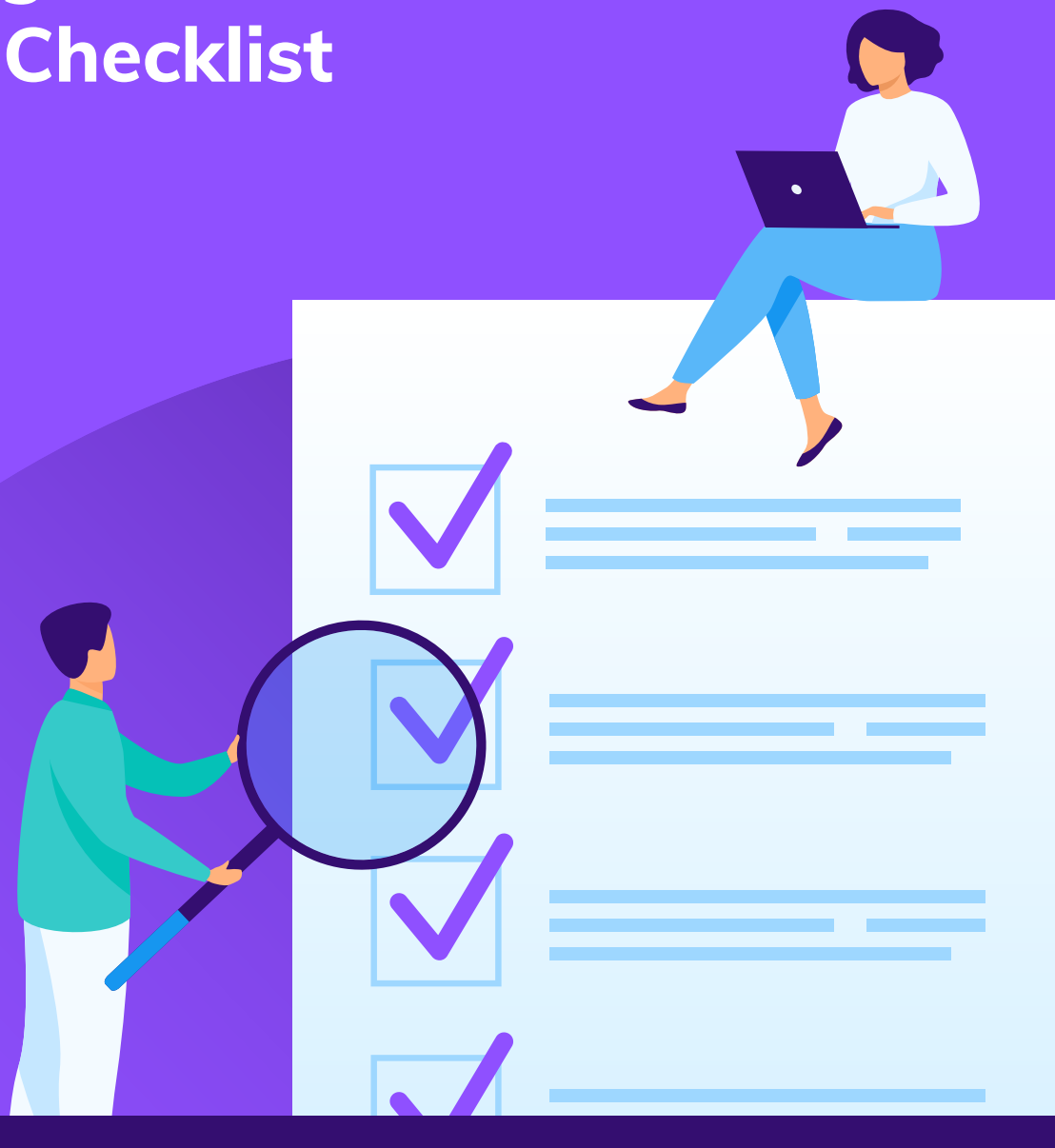


Choosing the Right Brand Tracker: A Checklist



It's tough out there for brands, isn't it? And it can be even tougher for those that don't use brand tracking software to leverage accurate insights into their brand's health and performance.

Here you'll find our free brand tracking tool checklist — which touches on all the most important areas high-quality software should cover. Make sure you have it on-hand for your next call with a potential brand tracking software provider and ensure they tick all the boxes before signing a binding contract!

Do your surveys allow for the inclusion of brand logos?



Surveys that include brand logos enhance visualization for respondents, which leads to more accurate responses. While some brands can be easily recognized based on brand name alone, lesser known brands require some visual aid to capture their recognition.

How do I track the right audience for my brand?



To outperform the competition, you need access to reliable data straight from the source: your target audience. For some brands a more general population is best to assess wider awareness levels, while others may have a more focused or niche product and, therefore, require an audience to reflect this. Tailor your audience and segmentations to measure your brand most effectively.

Can your software detect real-world changes?



With a reliable tracking set up, your data should represent real-world changes in a brand's awareness levels and other KPI metrics. Reliability is based on representativity of the audience you wish to measure, authentic responses in-survey and a non-biased survey set up.

What is your standard sample size for a survey?



As a general rule, the larger the sample size, the more reliable and precise the results will be. That being said, it's best to aim for at least 1,000 respondents per wave — with a 500 respondent minimum for core segmentations.

How accurate is your data?



Unfortunately, many brand tracking tools have large margins of error that go far beyond +/-10% — meaning they won't be able to provide you with reliable data. You need a tool that uses more accurate methods of data analysis, like MRP, which boasts 90% lower margins of error.

Which KPIs do you track?



Different brand tracking tools will track different KPIs to best accommodate varying business needs. Be sure your tool of choice tracks — at the very least — brand awareness and brand perception. Furthermore, it can also be useful to keep a measure on consumer consideration and preference for your brand.

How many competitor brands can I track?



Only tracking your own brand provides a limited view of your market. Find a brand tracking tool that allows you to track your core competitors' brand performance, as well as provides a benchmarking measurement. While there is no strict minimum or maximum number of competitors to choose from, you should consider your primary competition in the market to give the best overview of market share.

Do you use mobile-optimized surveys?



Mobile-optimized surveys provide a clear, intuitive, and engaging user experience — which, in turn, leads to more accurate responses and lessens users' confusion or fatigue.

Do you allow for advanced audience segmentation?



Standard, pre-made audience segmentations won't provide the nuanced data most brands need to discover real insights. You need a tool that allows you to tailor your audience to your needs and build custom audience segmentations. This way, you can track the audiences that are actually important to your brand.

How do you access respondents?



We partner with publisher websites and apps, as well as DSPs, to invite opt-in, real-time respondents to our brand surveys. This ensures we gain insights from casual and non-professional survey takers for a more representative and authentic sample.

Understand how you can use brand insights to make better marketing decisions



[Book Demo](#)

sales@latana.com



Understand
how consumers think and feel about your brand



Gain Access
to cutting-edge research expertise



Get Insights
on your target audiences



Track Your Brand
in a single city or around the world

Brands who use Latana to grow

PHILIPS

Blinkist

headspace

duolingo