

7 Brand Growth KPIs



Which metrics support marketing's impact and contribution to growth?

BRAND PREFERENCE

MEASURING HOW MUCH A BRAND IS PREFERRED BY ITS TARGET CONSUMERS VS. COMPETITION

- How do you measure long-term perception and desirability of your brand?
- Brand image studies allow you to track the state of Brand Preference
- For smaller companies, you can leverage proxies like measuring Brand Salience and/or engagement



PRICING POWER

A COMPANY'S ABILITY TO RAISE PRICES WITHOUT REDUCING DEMAND; THE ROI FOR BRAND

- What is your value proposition, if it is not price?
- How much your brand strength can command a price premium vs. commoditization



ATTENTION/ BRAND MOMENTUM

MEASURING HOW MUCH YOUR BRAND CAN GENERATE BRAND-BUILDING ATTENTION AND CREATE MOMENTUM AND ENGAGEMENT (WHICH WILL CREATE PREFERENCE)

- Watch out for tactical virality which can backfire...badly
- Highest potential for ROI, but you must deeply know and understand your brand



BRAND & CATEGORY PENETRATION

ACQUIRING NEW USERS, GETTING CURRENT USERS TO BUY YOU MORE, MAKING YOUR CATEGORY GROW, AND TAKING A BIGGER SHARE OF THIS GROWTH

- How do you make your brand more relevant today?
- How are your sales compared to your category and total market?



CUSTOMER BASE & INCREMENTAL SALES

MARKETING'S CONTRIBUTION TO THE BASELINE (WHICH WILL DECREASE WITHOUT MARKETING) WHILE BUILDING INCREMENTAL SHARE

- Balancing long-term brand building AND short-term performance
- The brand's baseline must be nurtured or it will erode

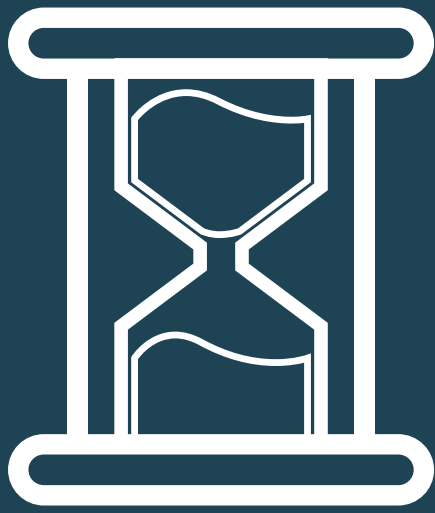


Which metrics support B2B marketing's impact and contribution to growth?

NET PROMOTER SCORE (NPS)

HOW CUSTOMERS, PARTNERS, AND RESELLERS FEEL ABOUT EACH INTERACTION AND EXPERIENCE

- Client-centricity is about actively listening and then doing something about it
- Are you enabling Resellers to drive growth? How do they feel about your brand?



LIFETIME VALUE (LTV)

MARKETING SERVES CUSTOMERS FROM PRE-SALE AND ALL THE WAY THROUGH THE ONGOING EXPERIENCE

- Are you mindful of when to gate and creating relationships that deliver high-quality leads?
- How are you investing resources to drive growth from existing customers?

We are creating a **Brand Growth Compendium** of case studies and examples of how these KPIs drove growth across different verticals, categories, company sizes, and regions.



If you have a Brand Growth story using these metrics, please contact us at ana-masters-circle@ana.net to be included.

CMO
GROWTH COUNCIL

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CANNES
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