

# Brand Measurement and Success Metrics Framework

## 1. Brand Objectives

- Increase overall brand awareness
- Improve customer perception and brand sentiment
- Drive customer loyalty and retention
- Enhance market position against competitors

## 2. Key Metrics & KPIs

Category	Metric/KPI	Description
Awareness	Brand Recall	Percentage of target audience that remembers the brand
Awareness	Brand Recognition	Ability of customers to identify brand elements (logo, name, etc.)
Perception	Net Promoter Score (NPS)	Likelihood of customers to recommend the brand
Perception	Brand Sentiment	Positive, negative, or neutral sentiments in customer feedback and social mentions
Loyalty	Customer Retention Rate	Percentage of customers who return over a set period
Loyalty	Repeat Purchase Rate	How often customers make repeat purchases
Equity	Share of Voice	Brand share in conversations/mentions within the industry
Equity	Brand Value	Estimated financial value attributed to the brand

## 3. Data Sources

- Customer surveys and interviews
- Market research reports
- Social listening platforms
- Sales and CRM data
- Web and digital analytics

## 4. Reporting & Review Cycle

- Monthly KPI tracking and dashboard updates
- Quarterly brand performance reviews
- Annual strategy refinement and goal setting