BkReAyNsD®

our research predicts the future.
*with remarkable accuracy.

Unique Data
Predictive Analytics
Competitive Intelligence

Our metrics have been independently-validated to be predictive of future in-market behavior, correlating very highly (0.80+) with sales.

We produce predictive research for some of the largest brands in the world.

- We turn tracking into prediction
- Measure real brand health
- Pinpoint new shopper insights
- Differentiate your brand via optimized CX
- Conduct predictive communications and advertising testing
- Amplify ideation and innovation development
- Identify ROI-based partnerships and sponsorships
- Brand Architecture Development
- Predictively identify category dynamics

How We Work

- Emotionally-derived metrics.
- Identifies a category-specific ideal, which explains how customers really *view* a category, *evaluate* brands within a category, and ultimately *buy* within the category.
- 100% respondent-driven.
- Test/re-test reliability of 0.93 off National Samples in the US and the UK.
- Recalibrated every 5 years.
- B2B, B2C, and D2C applications.
- Used in 35 countries around the world.
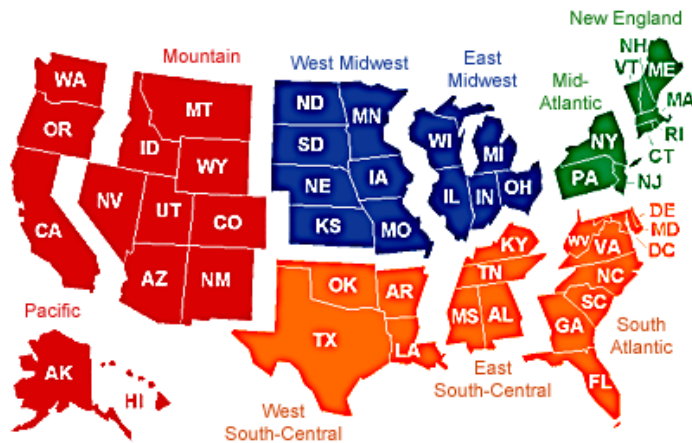- Augmented in 2020 with Media GPS^{sm}.

Why Brands Love Us

Our emotionally-based findings detail a precise path-to-purchase, describing how the consumer views your category, how they will compare brands, and ultimately how they will engage with your brand, buy, recommend, and remain loyal.

Our Products

The **Brand Keys Customer Loyalty Engagement Index® (CLEI)** is an annual syndicated survey conducted every January.

- Annual survey (2020 is 25th year)
- 110 categories – 921 brands
- 52,000+ consumer interviews
- Drawn from the 9 US Census regions

- Male/ Female

- 16-65 YOA
- 45% phone interviews, 45% in-person, cell phone-only HH, 10% online
- Respondents self-classify for category and brand usage
- Incorporates brand communication effects to loyalty via Media GPS

Results from the CLEI, including your brand-specific performance metrics, and those of your competitors are available in reports *customized* from the perspective of your brand.

These emotionally-based findings detail a precise path-to-purchase, describing how the consumer *views* your category, how they will *compare* brands, and ultimately how they will *engage* with your brand, *buy*, *recommend*, and *remain loyal*.

The CLEI fuses behavioral psychological brand evaluations with higher-order statistical analyses of rational category attributes, benefits and values to identify the four key drivers of brand engagement and loyalty.

The 4-driver model delivers easily understandable and communicable brand analytics in an easy-to-read bar chart format.

MEDIA GPS ℠

amplifying the most accurate loyalty assessments in the world

For the 2020 Customer Loyalty Engagement Index, Brand Keys merged its independently validated emotional engagement metrics with a new best-in-class platform – Media GPS analytics combining *brand communication consumption* and emotional engagement assessments. Doing that makes these loyalty assessments the most accurate in the marketing world.

This augmented approach recognizes that consumers engage with media differently, dependent on how they engage in a category and enable brands to get very specific about messaging and very strategic in their media placement. It allows us to factor brand advertising and marketing into the loyalty mix.

In the same way that traditional GPS provides accurate determination of geographical locations, the new platform pinpoints the strategic intersection of brand engagement and media consumption.

Adding Media GPS allows brands to identify precisely *where* and *how* they can amplify engagement and loyalty along the path-to-purchase via their marketing communication efforts. The process developed by Brand Keys was employed by *The Advertising Research Foundation's* seminal "How Advertising Works Today" initiative to identify cross-platform media consumption.

How Consumers Use Media Platforms Shapes Loyalty

The Media GPS analysis identifies *which* loyalty drivers will be most influenced by one medium versus another. Additionally, the metrics provide the percent-contribution that *each* media platform makes to generating awareness, enhancing recall, creating brand engagement and, ultimately driving sales.

The 2020 Brand Keys Customer Loyalty Engagement Index survey will examine 22 media platforms to identify the best *strategic allocation* of marketing resources and accommodates drill-down into specific venues.

Assessments identify where *and* to what extent one media platform will be more efficient than others in creating engagement and building loyalty, all based on consumers' actual exposure to and consumption of brand advertising and marketing.

What Now?
The good news is that brand loyalty is logical and easily understood. The better news is loyalty and engagement can be quantified, predicted, and easily integrated into a brand's research efforts. The best news is real loyalty metrics correlate highly with customer activity in the marketplace, sales, and profitability.

For additional information regarding the *Brand Keys 2020 Customer Loyalty Engagement Index* or information about integrating predictive loyalty, emotional engagement, and Media GPS into your marketing, media, and research efforts, contact: Leigh Benatar at 212-532-6028 or leighb@brandkeys.com.