

Real-time Brand Valuation

#Realttimebrand



Your challenge

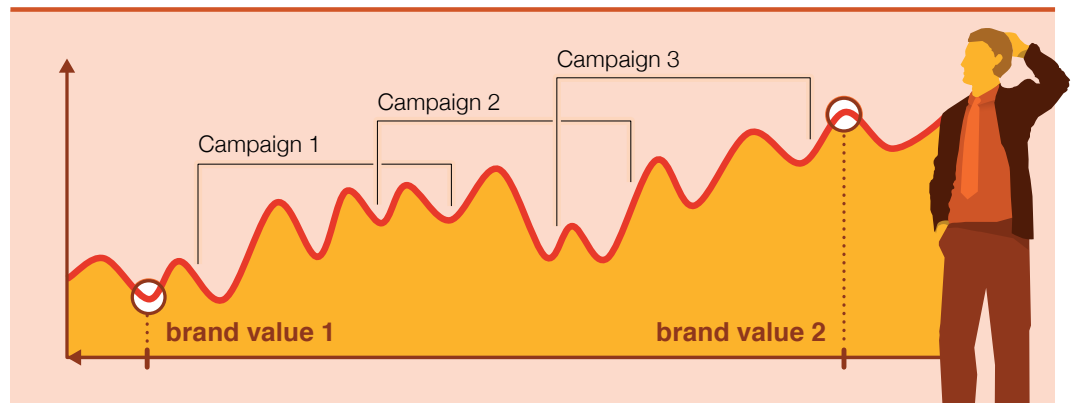
Missing real-time data on your brand strengths and brand value



Uncertainty about current brand value



No link between your marketing campaigns and your monetary brand value



Empirical customer surveys are time-consuming, cost-intensive and biased



Limited comparability and reliability of royalty rates based on outdated data sources



Our solution

We combine public and social data with financial models

PwC's Digital Intelligence Services
150+ million data sources



Financial models



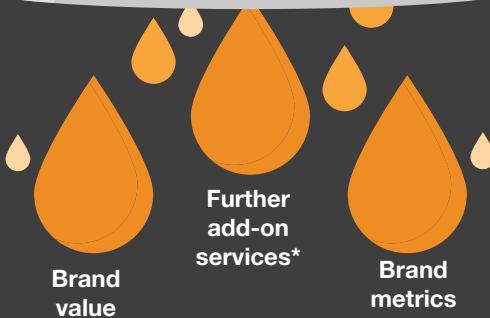
Brand
relevance

Brand
awareness

Brand image
strength

Capital
market data

Business
plan

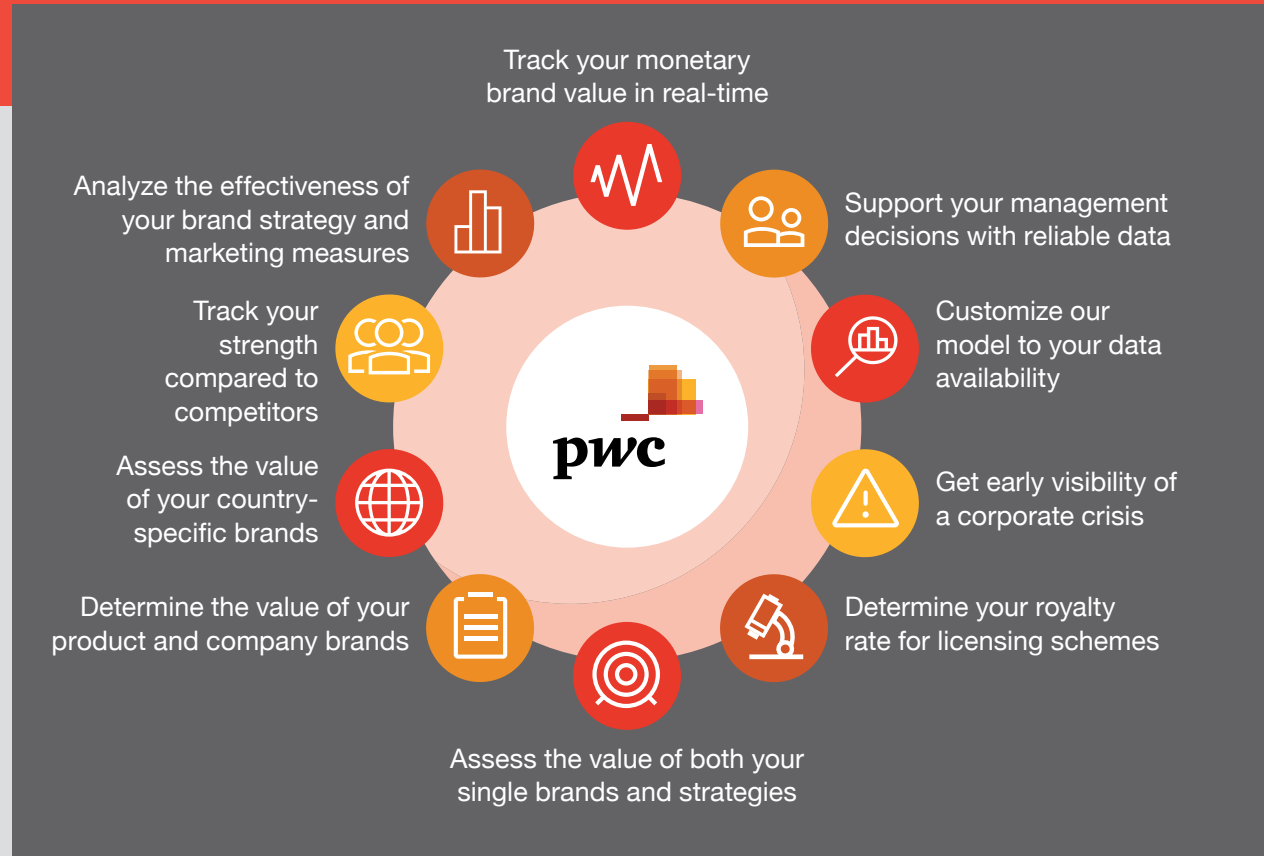


* This includes brand perception, brand piracy etc.



Your benefit

Stay on top of your brand and control where value is created



Your product

Gather valuable insights whenever and wherever required

Real-time brand valuation

Get the direct link between brand value changes and marketing investments.

Experience up close where brand value is created or destroyed.

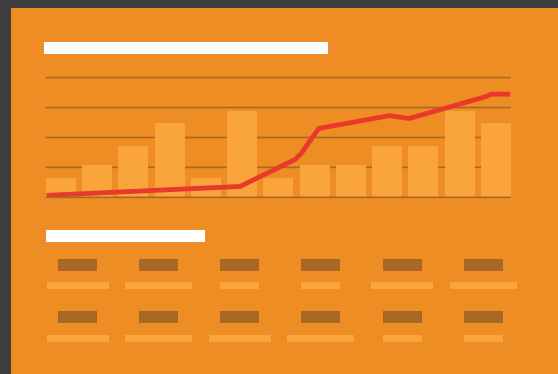
Visualize capital market effects separately to track the actual ROI of marketing campaigns.

Real-time brand metrics

Deep dive into 150+ million data sources to better understand the consumer and market trends driving brand metrics.

Visualize and monitor target brand KPIs compared to key competitors and the overall market.

Track campaign performance & effectiveness and directly correlate with internal marketing data.



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