

Savanta:

Business Essentials Brand Tracker

Enabling businesses to understand and optimise their brand's position

Introducing the Business Essentials range

Business Essentials are a suite of research products that have been designed by our team of B2B research experts to offer a simple, cost effective and replicable approach to answering your business objectives.

How it works

Savanta's team of B2B research professionals have been responsible for creating hundreds of brand trackers for leading global B2B brands. We've designed a simple, data led service that is efficient, valuable and replicable, where our experts handle full operational set up and delivery.

All we require from you are the details of your target audience and brand lists to be tracked. Once we have these, we can customise:

- Who the survey goes out to (i.e., whether all UK businesses, UK SME businesses, telecom decision makers)
- Audience size for the research (i.e., whether 500 UK businesses, 300 UK SME businesses or 200 telecom decision makers)
- Import historic scores from previous brand trackers if applicable

We will work with you to craft your free 5 bespoke questions, to ensure they answer your core business objectives and provide the insight you will require.

Our five key stages

- Work with the Savanta team to adapt your questionnaire template
- Identify and define your target audience
- Survey in field
- Access online dashboard for results, supported by our wider deliverables
- Get the insights you need to optimise your brand position going forward

Why the Business Essentials Brand Tracker?

Benefits include:

- **A cost effective, high value alternative** – Allows you to run your core projects at a lower cost in our current challenging business environment
- **Visual outputs** – Online dashboard with an easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our brand tracking experts
- **Flexibility** – Questionnaire enables you to tailor option lists, ensuring they are relevant and targeted at your brand, your audience, and your industry
- **Bespoke insights** – Option to add 5 bespoke questions for free, to give you additional insights on your wider business objectives and research needs

Make better decisions

What you will understand

Helping you to track performance across the following 'tried and tested' metrics:

Brand KPIs

- Spontaneous awareness
- Prompted awareness & familiarity
- Current usage
- Consideration
- Preferred brand

Brand Drivers

- Brand associations
- Brand affinity (values)
- Brand features
- NPS

Firmographic questions (audience profiling)

Costs

£2,500 (exc.VAT)

Plus sample cost for your bespoke audience

Deliverables

-  Access to online dashboard with automated insights of all measures
-  PPT charted output by question
-  Excel data tables
-  PDF summary document (one page, outlining key findings and insights)
-  Online cross-tab functionality for data integration