

Measuring a Brand

Marketing

What to track, and what the numbers actually mean.

Metric and what it tells you.

Metric	Measures
Prompted awareness	Recognition when shown
Spontaneous awareness	Recall without a prompt
Share of search	Relative interest, cheaply
Consideration	Would buy next time
Net promoter	Willingness to recommend
Price elasticity	Strength of preference in money

Spontaneous awareness is the harder and more meaningful measure. Prompted awareness flatters almost every brand.