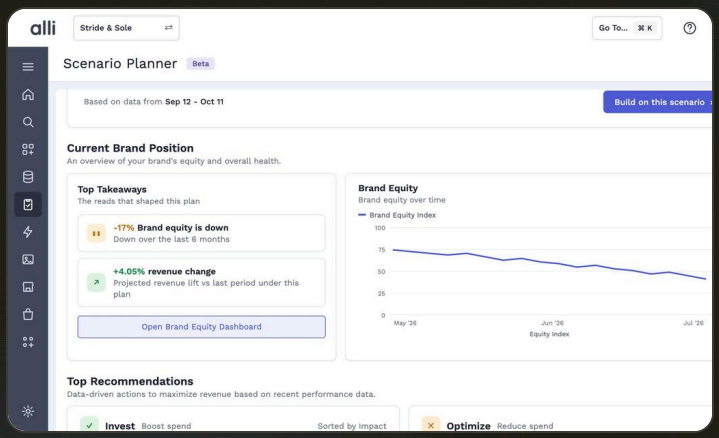
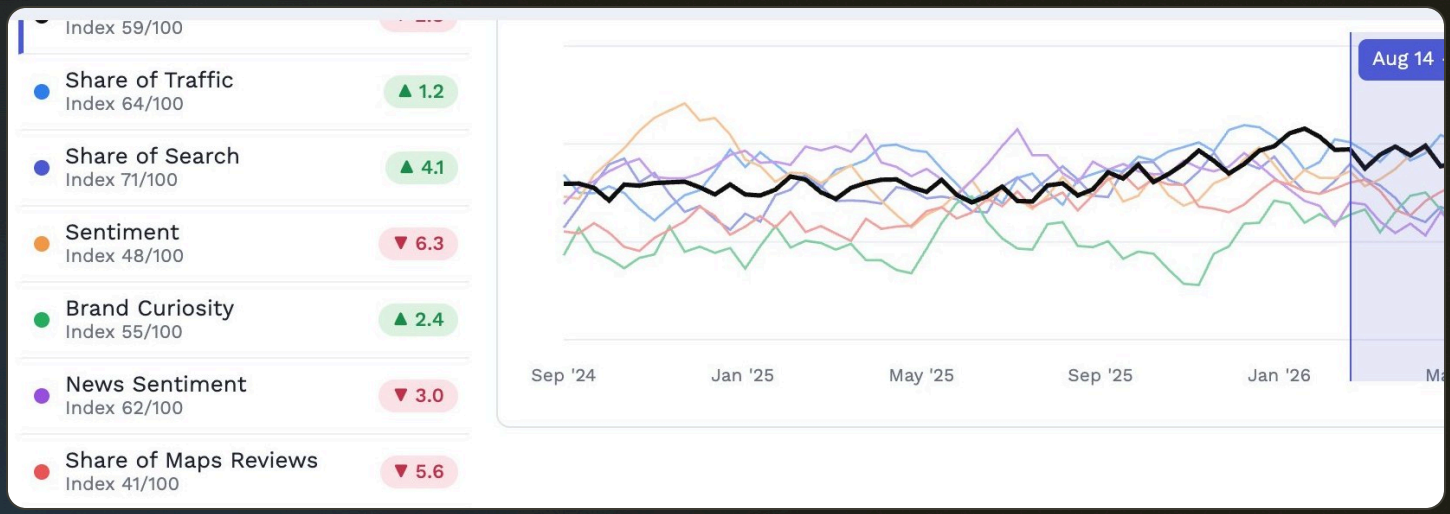
ALLI BRAND EQUITY · BRAND EQUITY MEASUREMENT

Brand equity measurement you can plan with

Alli Brand Equity is a brand equity measurement product that gives brand health a weekly, evidence-based number, built from what people, press, and markets actually do. Brand investment walks into the budget meeting with proof, on equal footing with the performance spend next to it.





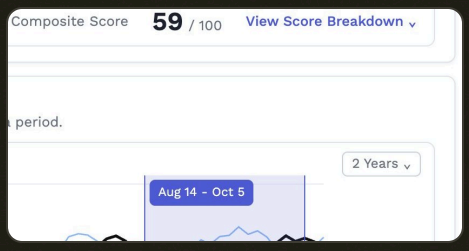


CUSTOMER STORY: BYD

398%	**159%**	**114%**
brand search lift within four months of launch	increase in site traffic after the TV campaign	increase in brand demand during the launch

WHAT BRAND EQUITY DOES

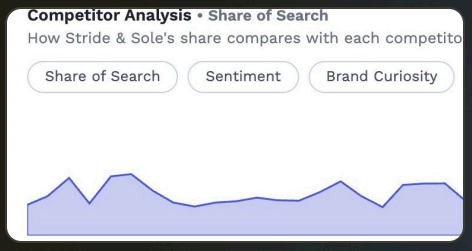
Turn reputation into a number you can plan with



COMPOSITE SCORE

See where the brand stands, and what moved it

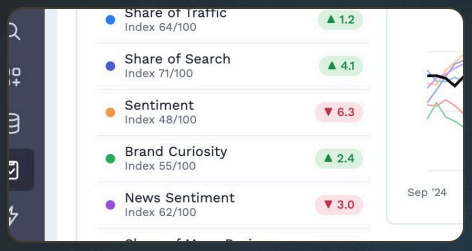
A composite score shows where the brand stands each week, and the trajectory of every signal behind it shows what moved it.



COMPETITIVE EQUITY

Know whether customers pick you over the category

Every score is your share of the category, measured against the competitors you name, with two years of history behind it.



MINDSHARE AND TRUST

Check that the conversation is real

Share of traffic, share of search, sentiment, and brand curiosity sit on one chart, so you can see whether attention and trust are moving together.

WHAT CHANGES

What changes when brand has a weekly number

01

Pricing power

A brand people will pay more for can hold its price while competitors discount, which protects margin.

02

Lower acquisition costs

When more people seek out your brand by name, paid media has less work to do.

03

Resilience

A strong reputation helps a brand absorb a competitor launch, a negative news cycle, or a downturn in the category.

04

Future demand

Reputation tends to move before sales do.

Make brand a decision you can prove was right

See how Alli Brand Equity puts a weekly, evidence-based read on brand health next to the performance numbers, so brand investment can compete for budget on equal footing.

Book an intro →

Ask your PMG team, or scan to see it live

SCAN TO SEE IT LIVE