

Consumer Tech Case Study

BERA's Brand-to-Business™ Marketing Mixed Modeling (MMM) analysis shows brand impact relative to media spend and which channels deliver the strongest brand lift per dollar spent.

Purpose

The consumer technology brand worked with BERA.ai on a Marketing Mix Modeling (MMM) analysis to measure marketing's impact on business outcomes. By adding BERA's brand equity metrics and data, the model captured both short- and long-term effects.

The analysis showed that advertising builds brand equity but is just one factor alongside customer experience, website, word of mouth, and availability.

These findings gave the brand clear insight into which media channels drive the most impact on revenue and how to grow long-term ROI.

Key Findings

MEDIA CREATES LONG-TERM LIFT

Media drives *6% long-term incremental brand impact*, translating to a \$.50 increase in total return on ad spend (ROAS).

LONG-TERM BRAND IMPACT CHANGES THE REVENUE STORY

Consumer revenue driven by media was *21% higher* when accounting for the long-term brand impact.

TV ROAS DOUBLES WHEN BRAND IS INCLUDED

ROAS is double for TV when accounting for both short- and long-term impact.

**Drove 6%
of total
revenue**

with brand-related
media expenditure

**21%
increase**

in attributable media
driven revenue

**Doubled
ROAS**

for TV ads in the
long- and short-term.

What's your data not telling you? Get the insights your tool is missing.

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