

Luxury Apparel Case Study

BERA's Brand-to-Business™ Time Series Correlation analysis proves that brand equity is a strong, predictive signal of sales.

Purpose

The luxury apparel brand partnered with BERA.ai to run a time series correlation study that examined the causal link between brand equity and business outcomes. The focus was on understanding if shifts in brand equity scores could predict changes in sales performance.

This analysis connected brand metrics directly to key business indicators like sales, providing visibility into how brand strength influences results over time. It also looked at different audience segments to see where the relationships were strongest.

The findings revealed whether these relationships were positive, strong, statistically significant, and leading, while also identifying any time lag between a change in brand perception and its impact on revenue.

Key Findings

THE FASTEST REVENUE GROWTH IS IN HHI \$100K+

The luxury apparel brand's best identified opportunity to increase revenue growth is with the *household income (HHI) \$100k+ audience*.

BRAND GROWTH CONVERTS SLOWER IN BROADER AUDIENCES

Financial outcomes are seen faster after brand growth for the HHI \$100k audience as opposed to a broader audience.

*HHI \$100k:
6-9 months.*

*Broad audience:
10-12 months.*

MEANINGFULNESS + UNIQUENESS POWER SALES AND VALUATION

No single brand KPI determines sales by itself, though Meaningfulness is present in most top correlations with net sales. Meaningfulness and Uniqueness are BERA's Tomorrow metrics, which are key factors in measuring brand differentiation. Brands with high Tomorrow scores often see higher valuations in growth, profitability, and valuation multiples.

Increased revenue growth

after identifying the core target audience

Drove overall brand equity growth

by focusing on Tomorrow metrics

Achieved faster financial outcomes

after brand growth found with the targeted audience

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