

How To Create Your Own Business Case For BERA's Predictive Analytics Platform

A 7-Step Checklist For Chief Marketing Officers

- Many companies struggle to fully understand their brands' performance over time as they rely on brand tracking services which offer static data, and limited insight on how to grow brands and better reach consumers.
- Brands want to identify which metrics determine their brand's equity, see which audiences offer the best brand growth opportunities, and how to activate the right brand positioning strategy to make smarter brand decisions that deliver financial results.
- Predictive analytics platforms help CMOs solve this problem with real-time recommendations for better decisions on brand positioning, activation, resource allocation, partnerships, and audience insights.

BERA increases attributable net profit from faster brand growth.

- BERA is a software-as-a-service (SaaS) predictive analytics platform. Brands use BERA to monitor brand performance, to segment and target customers, to optimize marketing spend, to build brand equity, and to support strategic marketing decisions.
- BERA's robust historical data, metrics and analytic reports, and in-house brand consulting expertise provide decision-makers with strategic insight on ways to grow their brands, reposition marketing campaigns, and target audiences. Through BERA, brands have access to highly granular data that can be used for attribution marketing analytics, reliable brand metrics to measure brand performance and help improve brand positioning, and tools and reports that increase efficiency and help optimize marketing spend.
- This checklist is designed to help readers develop a custom ROI assessment in 8 simple steps. Here's how to get started today:

Summary of results from the Total Economic Impact™ Of BERA

METHODOLOGY

BERA commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential ROI enterprises may realize by deploying BERA.

To achieve these objectives, Forrester interviewed four representatives with experience using BERA. The benefit frameworks presented have been simplified and condensed. For the purposes of this study, Forrester aggregated the interviewees' experiences and combined the results into a single composite organization. To see the full financial framework and estimate how BERA can impact your organization, please see [the full study](#).

© Forrester Research, Inc. All rights reserved.

1

Quantify how faster brand growth can increase net profit.

BERA enables decision makers to grow their brands more quickly by providing tools and technologies to help develop more-efficient and more-effective marketing campaigns, enabling an increase to net profit. To quantify this benefit, use the following variables to calculate your incremental net profit due to BERA:

- Start with your expected return on marketing spend, which is based on your marketing budget and standard ROI on marketing spend.
- Apply the estimated improvement in return on marketing spend – 10% in Year 1, 15% in Year 2, and 20% in Year 3.
- Take half that improvement, as the estimated value attributable to BERA (versus all your other technology and best practice improvements).
- Apply your standard margin to calculate net profit.



“BERA has helped us understand the emotional attributes of our brands and given us insight on ways to better position our campaigns and connect with consumers.”

DIRECTOR OF CONSUMER RESEARCH AND INSIGHTS, TECHNOLOGY AND CONSUMER ELECTRONICS

2

Estimate potential cost savings from legacy solution reduction or retirement.

BERA enables brands to reduce the need to engage and coordinate multiple vendor services and solution, for example: different survey providers, brand tracking services, and consulting companies may no longer be required. To calculate these cost savings:

- Consider your current costs for ongoing licenses and support for data analysis tools, predictive analytics, and other software, whether installed or on the cloud.
- Consider current costs for separate services such as survey providers, consulting, and other professional services that could be delivered by BERA.

Forrester developed a composite organization based on data gathered from customer interviews to reflect the Total Economic Impact that BERA could have on an

- Customers also reported a simpler benchmark: they found that the legacy costs they avoided after implementing BERA equaled about 1.5x of BERAs annual subscription cost.

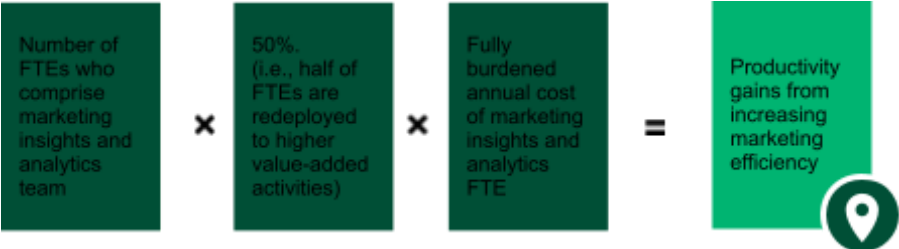
Quantify potential productivity gains from increasing marketing efficiency.

BERA's data, reports, and consulting services help increase marketing



team efficiency. Customers reported that half of their marketing insights and analytics team could be redeployed to higher value-added activities due to increased productivity from leveraging BERA. To estimate the value of productivity to be gained from your increased marketing efficiency:

- Look at the number of FTEs who comprise your marketing insights and analytics team.
- Divide that number in half.
- Calculate a marketing insights and analytics team member's fully-burdened annual salary.



4

Consider how you can better monitor the competition.

It's important for CMOs to be able to compare their organization's brands to those of competitors and potential competitors. BERA's historical data and built-in, AI-driven predictive analytics enhance the ability to understand the competition's strategic moves and overall brand performance. Organizations can leverage BERA's intelligence and insights to help guide their own marketing strategies.

5

Think about the value provided from access to a team of brand-consulting experts.

BERA provides organizations with access to a team of in-house brand experts who provide ongoing insightful strategic recommendations. Its consulting team helps organizations better understand and leverage the data, reports, and analytics, and can enable cost savings by providing an alternative to hiring and managing extra employees to handle these tasks.

6
8**Weigh the efficiencies to be gained from a more intuitive platform.**

BERA's platform is user-friendly, intuitive, and even users who do not have technical backgrounds are able to leverage its tools and functionality. The always-on platform allows organizations to access recently updated information and data at any time in real time. Employees save time completing tasks, and new employees can be trained more quickly.

7
8**Consider the value of a solution that supports change management.**

Technology needs to keep up with internal change-management efforts. BERA can help organizations drive their transformation towards becoming forward-thinking, data-driven, analytical organizations.



To read the full results of this study, please refer to the Total Economic Impact™ study commissioned by BERA.

Project Director: Byron Ramirez