

The Total Economic Impact™ Of BERA

Through four customer interviews and data aggregation, Forrester concluded that BERA has the following three-year financial impact.



ROI
391%



BENEFITS PV
\$9.54M



NPV
\$7.60M



PAYBACK
< 6 months

“

BERA has given us a different way of looking at our brands and our competitors. We can now see our brands holistically and what we can do to improve them. We use the BERA metrics and indicators to make better-informed decisions and to improve our market share and our revenue.

Director of Marketing

”

Composite Organization

CHALLENGES
before BERA

Lacking data to understand current brand performance



Becoming more strategic and forward-looking

Needing insight to grow brands and reach consumers



BENEFITS
with BERA

\$848K

Productivity gained from increasing marketing efficiency

\$1.6M

Cost savings from eliminating prior solutions

\$7.1M

Increased attributable net profit from faster brand growth



Read the full study

This document is an abridged version of a case study commissioned by BERA titled: The Total Economic Impact Of BERA, July 2022.

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Commissioned By

BERA