



Essentials Brand Tracker:

Simple but smart tracking of your brand across all the major metrics you need.

A simple 5-step process:

01 Define:

Your target audience, sample size and wave frequency.

02 Build:

Custom questions specific to your brand.

03 Measure:

Brand KPIs, brand drivers, competitor performance, audience profile, and ad campaigns.

04 Compare:

Benchmark against 1500+ other brands across a range of sectors.

05 Analyse:

Online dashboard with automated insights of key campaign metrics, plus, Excel data tables, charted PPT by question, PDF summary deck and online cross-tab functionality for data interrogation.



**Savanta Essentials
Brand Tracker:**
Starting from £12,000 (exc. VAT)

Based on quarterly waves of N=1000 amongst
a UK nat rep audience

Essentials

Introducing the complete
Savanta Essentials range:

Savanta Essentials is a suite of research products designed by our team of experts to offer a simple, low cost, high value alternative to traditional research and insights.

The same quality and rigour you'd expect,
just fuss-free, fast, and flexible.