



The Essential Guide to Brand Monitoring

How to protect your brand online and
increase sales

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“What is a brand? Far more than a name and logo, it is an organization’s promise to a customer to deliver what the brand stands for.”

– David Aaker, national authority on branding

GET BRAND INSIGHTS TO INCREASE SALES

As e-commerce continues to evolve, so does the challenge of making sure your brand isn’t misrepresented online. Whether due to human error or a product update, it happens. And when it does, your brand can become compromised in ways that cost your company sales.

Protecting brand integrity isn’t merely a matter of keeping a close eye on social media or product pricing and availability. As a manufacturer, you also need the kind of monitoring that provides accurate, real-time info on how those products are being represented — or misrepresented — on the Web.

Brand monitoring gets it done

When used strategically, brand monitoring not only helps attract customers, it also enables manufacturing companies — like yours — to keep them.

This e-book will examine what people in your position are typically up against when it comes to managing how your products are sold on retailers’ sites. With that as a focus, it’ll also offer insight into how a comprehensive brand-monitoring solution works to:

- Strengthen your brand by maintaining consistency
- Ensure a positive customer experience
- Increase sales



Safeguarding brand integrity

Many manufacturers looking for help to safeguard their brand’s reputation look to PriceSpider: an advanced data and retail technology solution provider. PriceSpider specializes in collaborating with major manufacturers to provide data-driven, actionable insights into consumer-purchasing behavior. This is achieved through the expanded ability to monitor product pages, ad-words, social media, user-generated content, retail emails, catalogs and keyword search results.



BRAND MONITOR. WHAT IT IS AND WHY IT MATTERS.

Your brand. It's often initially communicated by a logo, supported in selected colors, and reinforced in taglines, product descriptions, and pricing. But when brand assets like those are communicated inaccurately, inconsistently, or incompletely, it can damage the brand's reputation and, in the process, confuse customers and jeopardize brand loyalty.

Consistency. Consistency. Consistency.

As a manufacturer, you want to be sure your retail partners are complying with the guidelines developed for promoting your brand. Even though it is often times unintentional, non-compliant activity can indirectly drive traffic away from your product detail page on the retailer's website — affecting customer acquisitions and conversion rates. If misinformation is out there, you want to know. And the sooner, the better.

But how? The “shelf space” in today's digital marketplace is nearly infinite. How does a manufacturer zero in on potentially costly inconsistencies in brand promotion? How can a brand manager accurately assess:

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- Which products are performing well and which ones aren't?
 - Which retailers are using manufacturer-approved content?
 - Which piece or pieces of product content are hampering or enhancing sales performance?

Hiring a small army of employees to click through the Web 24/7 is one way to get those questions answered but it's expensive and inefficient. However, thanks to powerful new technologies — brand monitoring tools — today that process can be dramatically streamlined and automated, making it easy to get a jump on any problems with retailer compliance, product performance and content.

“The difference between a good brand and a great brand?
Consistency.”

– Rob McDorman, NorthStar Marketing



“Far too often people think of brand and reputation management as just a marketing or public relations activity. The reality is that managing brand and reputation is complex, which is why a holistic approach is essential.”

– Keri Calagna, Wall Street Journal

NEED PRODUCT AND PRODUCT-PERFORMANCE FACTS — FAST?

Your company has worked hard to launch its latest product. Now it’s out there, promoted on social media and in ads, and sold on retailers’ sites and at brick and mortar locations. Higher-ups in the company want — demand — to know how it’s doing. And they look to you for answers. Details. Specifics. Facts.

Without an in-depth brand-monitoring tool, it’s difficult to get quick and clear visibility into:

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- The number of retailers currently offering the product
 - Where your products are available for sale and if they are in stock and ready to sell today
 - How sales of this product compare with others your company has produced
 - Trends in product sales
 - Ratings & Reviews — how people are responding to the product

Manually preparing a report that covers issues like those above inevitably results in gaps and takes a lot of time — sometimes so much, the information’s outdated even before it’s presented.

An automated brand-monitoring tool that combs the Web round-the-clock — gathering, organizing and instantly delivering to your screen the info your team needs — provides a way around that problem.

WHAT BRAND MONITORING CAN TELL YOU ABOUT PRODUCT CONTENT

You fully expect that shoppers visiting the product pages of your retail partners will see the specific brand information you want them to see, things like: product name, short and long descriptions, user manuals, ratings & reviews, brand logo, product images, videos, price, deluxe content, syndicated content, and Amazon A+ Content. All of it is developed by your company to promote what every manufacturer and every retailer want: sales.

But sometimes product content ends up altered or updated between product development and product launch. The updates may not be reflected on the retailer site. This could be a syndication problem or the brand updated the data after the product page was already created.

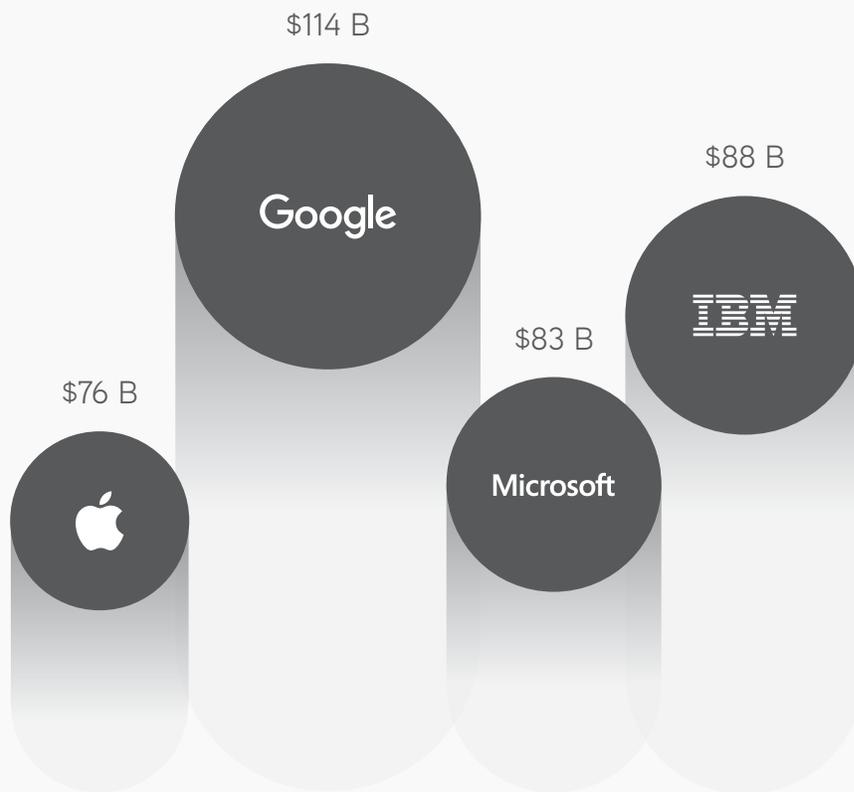
Knowledge is power

With the right brand-monitoring tool, you can:

- Pinpoint and fix content pieces that are problematic or missing
- Cross-compare among retailers how content pieces are being used and showcased
- Discover patterns/trends in online displays of the product
- Monitor high-level data points, including SKUs, product descriptions, images and videos
- View screen shots of the product page at each retailer's site
- See which retailer needs the most attention with your product content

Taken together, the information brand monitoring serves up — in real time — can go a long way toward creating brand consistency, improving product performance and boosting sales. Guided by what you learn from the data gathered via brand monitoring, you'll be able to continually fine-tune your product content and even, possibly, influence future product development.





What's a brand worth?

Top 4 brand names, as rated by BRANDZ, online brand quantification experts.

HOW MONITORING YOUR RETAILERS HELPS MAXIMIZE PRODUCT SUCCESS

Every field of endeavor has its stars — those who exceed expectations and outperform the competition. How do you spot them in the online world of retail? Visit their websites and you're likely to see your product content presented according to plan. Photos? Check. Price? Perfect. Product description? Spot on. But when that doesn't happen, it can negatively impact the buying-public's perception of your brand and cost your company sales.

Without robust brand-monitoring technology, it takes substantial time and manpower to:

- Identify your product's top- and low-performing retailers
- Uncover and analyze what's working and what's not
- Focus resources and rewards on top sellers
- Leverage what's working best

Brand monitoring not only allows you to have answers to questions about retail performance before upper-management even has a chance to ask, it also gives you the opportunity to be recognized within your organization as the go-to person for brand analysis and insight.



“As the marketplace becomes yet more competitive, organizations must be able to rely on the strength of their brand and reputation to attract and retain customers, business partners, employees, and investors.”

- Wall Street Journal, September 19, 2016

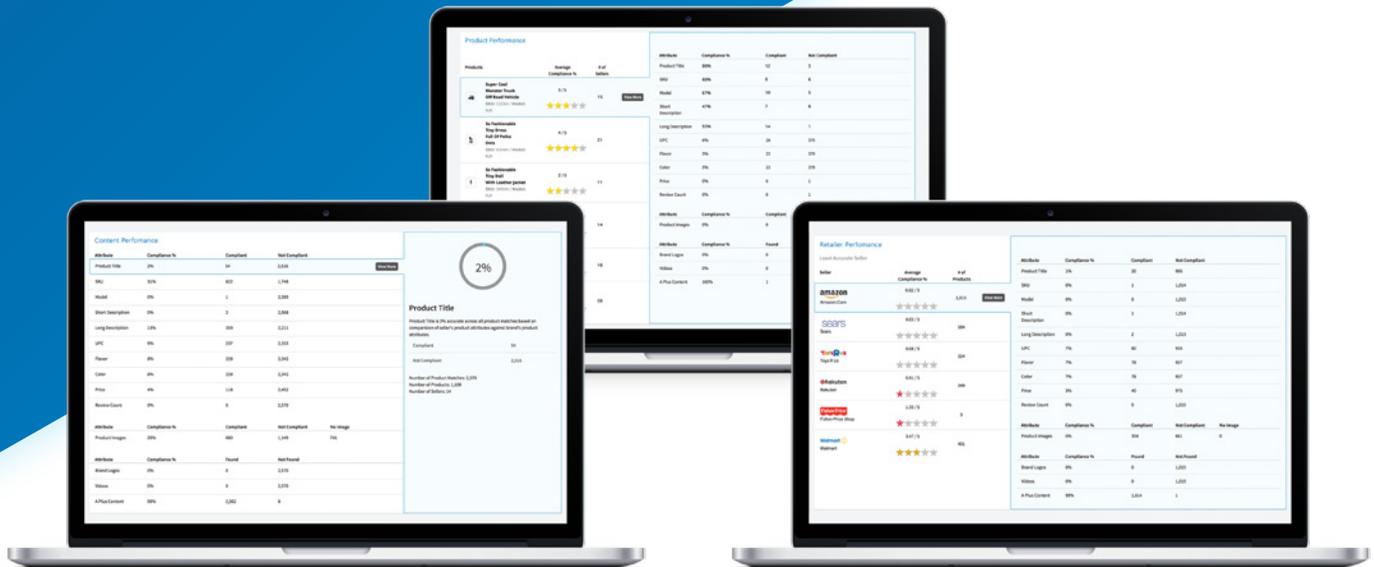
WHAT TO LOOK FOR IN A BRAND-MONITORING SOLUTION

Among the brand-monitoring solutions out there today, how do you decide which one to trust with your business and the integrity of your brand? Given everything you need to know for your job, you realize what you really need is a robust tool to maintain your brand integrity across all online channels. A good place to start is by asking these questions:

1. Is information provided by the brand monitor clear and easy to access?
2. Does the brand monitor show results in real time?
3. Is the technology able to provide — with extreme accuracy — image consistency for comparison with the product’s approved visual content?
4. Are product analytics included with the big data the brand monitor gathers?
5. Is the brand monitor able to gather and analyze enhanced content — such as Amazon A+?
6. Are the data points from earlier Web crawls archived and, if needed, readily accessible?
7. Can the brand monitor be customized for a manufacturer’s specific needs through collaboration with its developers?

At PriceSpider, the answer to all of the above is, “Yes!”

Get the insights you need to generate more revenue for your brand.



Schedule a demo of PriceSpider's Brand Monitor today.

SCHEDULE DEMO