



Kelton

Convergent tracking

Hi, we're Kelton.

An insights + strategy firm that exists to help brands figure out

What comes next?



ROOTED IN
JOURNALISM



POWERED BY
INSIGHTS



ENERGIZING
COLLABORATION



FINDINGS THAT
DRIVE IMPACT



The Trouble With Tracking

Tracking hasn't changed in decades.

It can be static, uninspired, and disconnected from what's important to your business.

TRADITIONAL TRACKING:

- Narrowly focuses on your brand, instead of on your customer and their world.
- Delivers information without understanding.
- Sits in a silo, disconnected from the real world context that give the findings any meaning.

It doesn't have to be this way.

At Kelton, we focus on consumer empathy and context.

Your tracker should, too.

A person in a black outfit is performing a handstand in a large, bright room. A large, flowing black fabric is draped around the person, creating a dynamic, sculptural effect. The background features a large white wall with a grid of small square windows and a large white door with a handle. The floor is a light gray.

INTRODUCING

Convergent Tracking

Tracking and context unite
to tell a complete story.

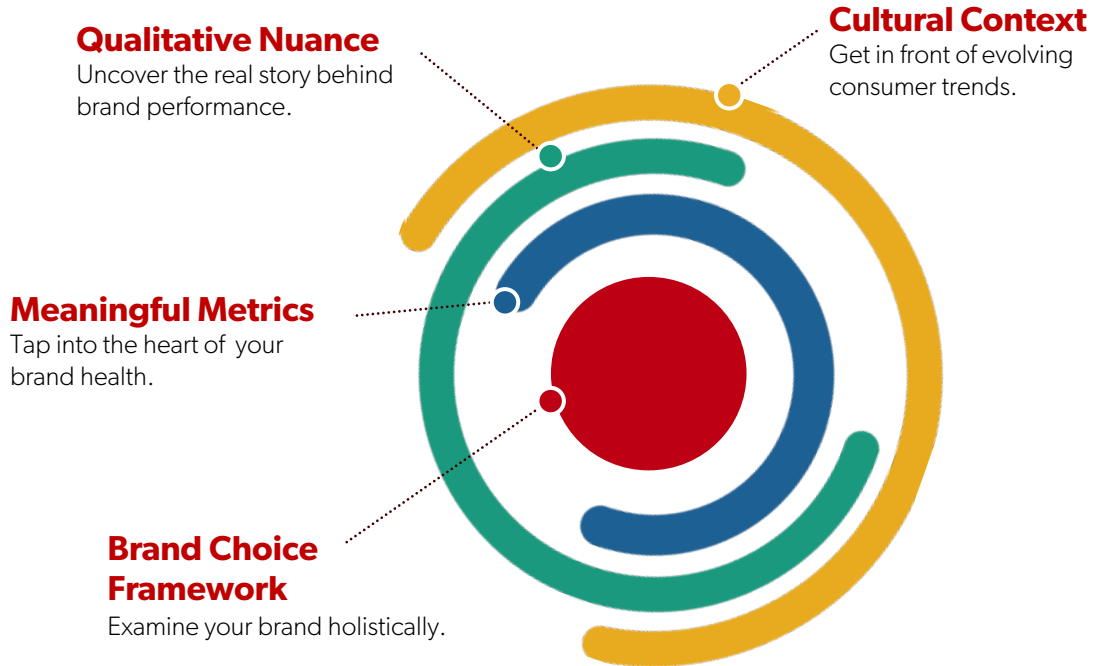
Combined with relevant insight streams and contextual drivers, your tracker can become more than a measurement tool. **It can empower better, more informed decision making.**

A more meaningful approach to measuring brand health.

CONVERGENT TRACKING IS A FULLY INTEGRATED SYSTEM DESIGNED TO **DRIVE REAL ACTION.**

We begin with a custom Brand Choice Framework, a proprietary matrix that guides your brand health study to success.

Meaningful Metrics delivers a solid quantitative foundation, supplemented by Qualitative Nuance to help explain the “why’s” behind survey findings. Cultural context provides a forward-looking perspective on consumer trends to keep you ahead of the rest.





CONVERGENT TRACKING

Brand Choice Framework

Examine your brand holistically.



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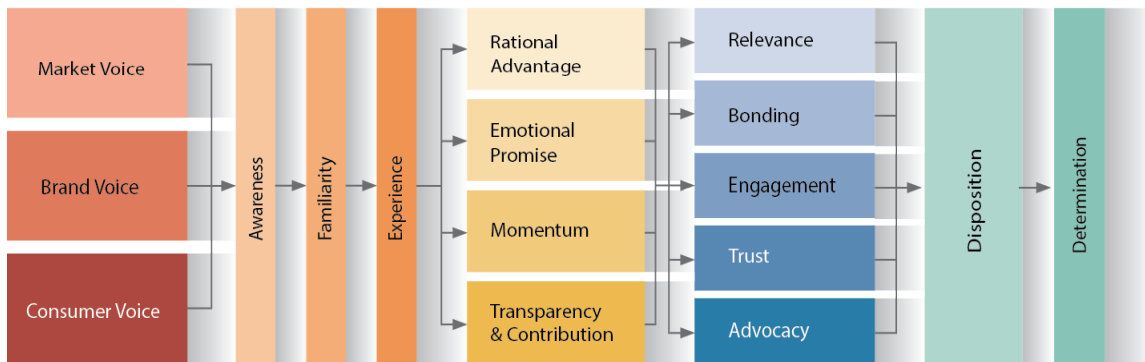
A holistic framework to guide brand health studies.

Every Convergent Tracker begins with Kelton's **Brand Choice Journey Model**.

Our proprietary framework looks at brand choice from five comprehensive angles, so nothing gets missed when designing your tracking system.

Because brand health markers vary across companies and categories, we customize our model to include the attributes and perceptions that are unique to your brand.

Kelton's Brand Choice Journey Model





CONVERGENT TRACKING

Meaningful Metrics

Tap into the heart of your brand health.



Meaningful Metrics
Tap into the heart of your brand health.

A crucial foundation for benchmarking brand health.

After the Brand Choice Journey model is complete, we'll build off of it to determine which Key Performance Indicators (KPIs) are most relevant to your brand's health, and use these metrics to get a regular pulse on brand equity. Over time, your data can even help to predict certain trends or reactions.

We work closely with your team from the beginning to develop the right tools and identify relevant metrics that should be incorporated into your brand tracker. This could include:

- **Online Surveys**
- **Business Metrics**
- **Sentiment Analysis**

CASE STUDY

Custom KPIs for an Insurance Giant

We conducted a time-series analysis linking our client's tracker with in-market business data to find relevant predictors of marketing impact. The result was a custom KPI that was best aligned to their business performance.



Measuring what matters most.



Online Surveys

WHY:

Comprehensive questionnaires with customized brand metrics, fielded at regular intervals among digitally tagged target audiences, help to measure campaign impact – providing foundational brand health insights.

WHEN:

Quarterly or Monthly



Business Metrics

WHY:

Internal business metrics such as sales, website traffic, ad spend, foot traffic, and overall satisfaction help us to paint a more complete picture of Key Performance Indicator (KPI) drivers.

WHEN:

Monthly or Weekly



Sentiment Analysis

WHY:

Social Media Sentiment Analysis provides a way to quantify how consumers talk about your brand online – giving broader and more immediate context to data points.

WHEN:

Quarterly or Monthly

CONVERGENT TRACKING

Qualitative Nuance

Uncover the real story behind brand performance.



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Uncover the real story behind brand performance.

Use the power of human voices to understand the broader world of your consumer.

Qualitative research methods can unpack deeper meanings behind attribute statements, gauge the arc and velocity of change, and identify the right questions to ask of your respondents. We may recommend incorporating:

- **Qualitative Research**
- **Deep Social Listening**
- **Video Probes**

CASE STUDY

Helping an Auto Brand Retain Customers

After our tracker revealed shifts in sentiment among vehicle owners, we asked consumers who had recently sold their vehicles to talk about what they liked and missed about the company. This probe uncovered underlying emotions surrounding lasting brand commitments, leading to recommendations around how to bring lapsed owners back into the fold and prevent additional attrition.



Qualitative Nuance

Uncover the real story behind brand performance.

Hearing what consumers have to say.



Qualitative Research

WHY:

Ethnographies and Consumer Insights Sessions supplement quantitative insights by digging deeper into the “how’s” and “why’s” affecting your KPIs.

WHEN:

Ad hoc as needed



Deep Social Listening

WHY:

Custom analysis of relevant Social Data captures unstructured digital consumer conversations over time, which serve as early warning signs for brand health changes.

WHEN:

Quarterly or Monthly



Video Probes

WHY:

Self-recorded video responses to open-ended survey questions bring to life nuanced rationales for challenging survey findings – directly through the voice of the consumer.

WHEN:

Ad hoc as needed.

An aerial photograph of a massive crowd of people, mostly wearing pink t-shirts and red or green hats, gathered for a festival. The crowd is dense and fills the entire frame. The text is overlaid on the left side of the image.

CONVERGENT TRACKING

Cultural Context

Get in front of evolving consumer trends.



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Get in front of evolving consumer trends.

Future-proof your brand with trend watching and Cultural Insights.

In a world of constant, immediate communication, brands are directly and quickly affected by the broad, but often subtle, changes in cultural attitudes that influence consumer behavior.

We use **Cultural Insights** to uncover, understand, and anticipate emerging trends – and understand how competitors are or aren't leveraging them. Some tactics we may use include:

- **Trendscans**
- **Competitive Landscape Analysis**

CASE STUDY

Empowering a Beverage Brand to Anticipate Shifts and Trends Among Millennials

We used Cultural Insights to understand Millennials' relationships with refreshments, fun, and being unconventional. These insights became the lens we used to build future-forward attributes into our tracker.





Cultural Context

Get in front of evolving consumer trends.

Looking at what influences society.



Trendscans

WHY:

Trendscans identify resonant themes – from the current and mainstream to the new and emerging – that may be affecting brand health, providing context and explanation for quantitative tracker findings.

WHEN:

Annually



Competitive Landscape Analysis

WHY:

Category-specific Competitive Landscape Analyses examine how your competitors are activating against current trends, allowing you to address strategic brand positioning issues before they show up as declining brand health metrics.

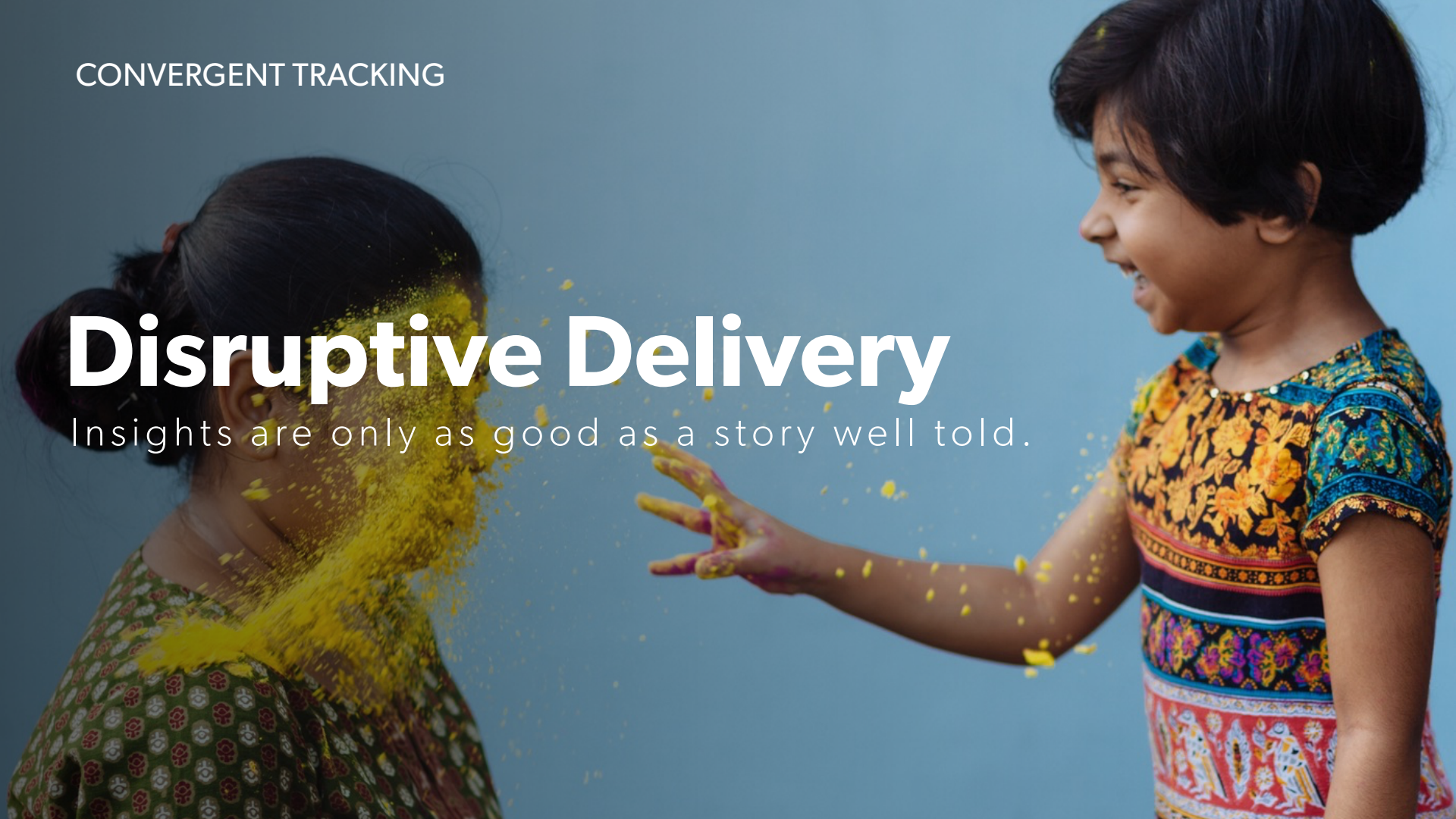
WHEN:

1-2 times per year

CONVERGENT TRACKING

Disruptive Delivery

Insights are only as good as a story well told.





Disruptive Delivery

Insights are only as good as a story well told.

Integration done right.

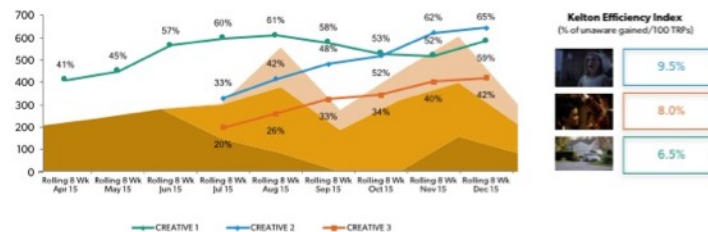
A **fully integrated tracking system** provides your company with data-driven recommendations that can fuel strategy – but making the various components of your tracker come together and inform each other isn't easy. It takes rigor and expertise.

We start by identifying the brand KPIs that relate most to crucial business metrics, using benchmark wave data to start off on the right foot.

After a few waves of data, we take a comprehensive look at brand measure interdependencies and identify how to predict changes among our KPIs, taking into account seasonality and time lag effects.

CREATIVE 2 and CREATIVE 3 are more recognized and efficient as media weight ramped up.

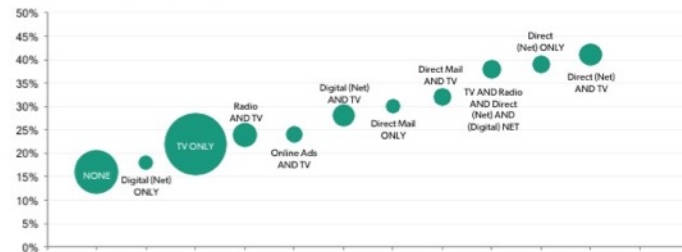
Recognition of Creative by Spend



Solo TV exposure is most common, but combinations with direct and digital channels are most effective.

Marketing Channel Mix Impact on Consideration – Top Box

Size of the bubble correspond to frequency of channel mix combination





Disruptive Delivery

Insights are only as good as a story well told.

Reporting tools tailored to your audience.

Our reporting is designed specifically for the stakeholders and decision-makers that rely on it.

From media and product teams to ad agencies and corporate communications, our deliverables clearly communicate key findings to all departments that touch your brand – emphasizing what we've learned, what it means, and what comes next.

Reporting can include:

- **Executive summaries**
- **Infographics**
- **In-person presentations**
- **Collaborative workshops, and more.**





Disruptive Delivery

Insights are only as good as a story well told.

Quick turn dashboards for when timing is tight.

Curation and insight generation takes time. But sometimes you just need to see the data – quickly.

Our **custom dashboards** integrate all of your different data sources into one place, telling the story of your brand's health at a moment's notice.

For Stakeholders: Dashboards with curated infographic-style designs. Slides can include filters to allow for real-time data cuts by key segment, demographic, or other pre-set criteria.

For Analysts: A robust cross-tabbing tool allows for more detailed data mining of any variable against any other.



Kelton

We love talking about this stuff.

Give us a call or drop us a line to learn more about how
Convergent Tracking can help your business thrive.

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