Tiger Analytics™

Always ON Brand Equity

Marketing brand insights for Consumer Goods

databricks
BRICKBUILDER
SOLUTION

From Reactive to Proactive Measuring Brand Equity in near Real-Time

Understanding Always ON Brand Equity and it's impact on Sales

In today's dynamic market, organizations can harness unstructured internet data to gain a near real-time, always-on view of brand equity, enabling continuous monitoring of brand health, anticipating its impact on sales, and uncovering growth opportunities. Tiger Analytics' Always-On Brand Equity Solution empowers RPCG organizations to measure current brand equity with precision and chart clear pathways to strengthen it for the future.

SOLUTION OVERVIEW
Always ON Brand Equity

- Data Hub (Lakeflow / ADF)
- Accelerated Insights (Databricks SQL, AIBI/Genie)
- Databricks Native Solution (Workflows, DQ Framework)
- Brand Health Monitoring (MosaicAI / MLFlow)
- Centralized & Secured Governance (Unity Catalog)

Salient Features

- Unified Brand Data & Governance
- Automated Data Quality
- Advanced Analytics & AI

Business Impact

- Track Brand Equity scores with 40% improved reliability
- Near Real-time brand health tracking, 70% faster than surveys
- Links brand equity to sales, explaining 20–30% revenue variance
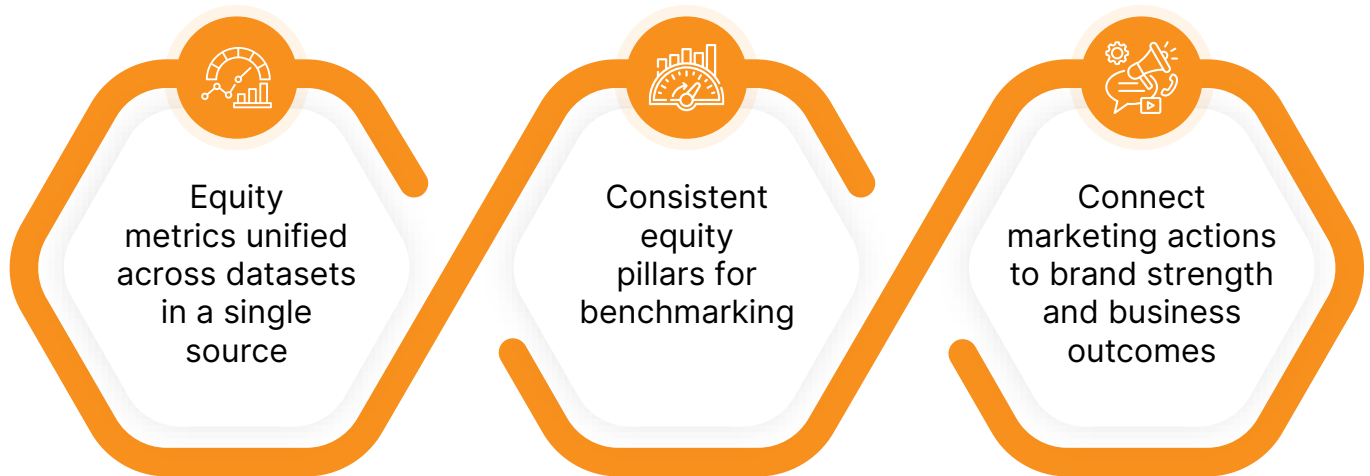- Detects risks 3 to 6 months earlier than traditional methods
- Unlocks growth opportunities with 10–15% ROI uplift
- Reduces decision cycles by 40% for faster action

Our Approach:

Our Always ON Brand Equity approach delivers near real-time, data-driven insights by unifying diverse datasets into a single view. This enables continuous tracking of brand health, clear benchmarking against competition, and a direct link to sales impact.

Equity metrics unified across datasets in a single source

Consistent equity pillars for benchmarking

Connect marketing actions to brand strength and business outcomes

Use Case:

The Path to Growth:
Actionable Insights from Always ON Brand Equity
For a US Based Petcare

The client faced fragmented brand data spread across multiple granularities and scales, making it difficult to track performance consistently. To simplify measurement, over 200 metrics were organized into a structured, scalable system that delivered normalized scores on a unified scale of 1–200. This provided a stronger foundation for transparent and consistent brand equity tracking.

Tiger Analytics implemented an Always ON Brand Equity solution by mapping metrics to well-defined pillars aligned with business strategy, applying advanced techniques like Confirmatory Factor Analysis and Random Forest with SHAP values to quantify impact. The result was a unified Data Hub with centralized governance, seamless data sharing, and benchmarking against category averages. This delivered a 40% improvement in tracking brand equity scores, continuous competitor benchmarking, and always-on visibility that accelerated go-to-market decisions and identified clear pathways for brand growth and leadership.
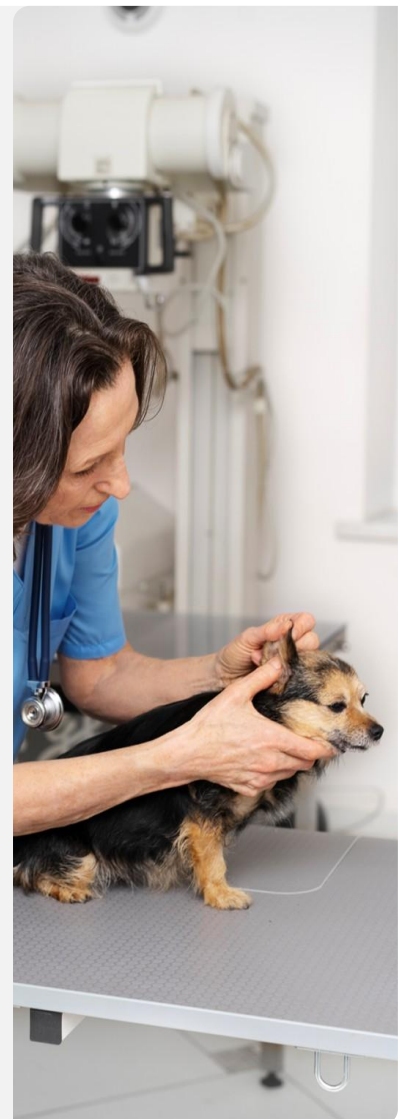
About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 6200+ technologists and consultants, working from multiple cities in 5 continents.

For more information on the Brickbuilder solution, please feel free to drop an email to: **partner.databricks@tigeranalytics.com**

100+
Fortune 1000 Clients
Across Industries

85%
Repeat Business
Delivering High ROI

2000+
Cutting Edge Projects
Advanced Analytics /ML/AI/Platforms

6200+
Data Scientists, Business Consultants & ML/Data Engineers

US | UK | Canada | Mexico | India | Spain | Singapore | Philippines | Malaysia | Australia