How to Measure and Improve Brand Awareness?

Brand awareness is the lifeblood of any thriving business. It builds customer trust, fuels loyalty, and sets your brand apart in a crowded market. By strategically engaging with your audience across multiple touchpoints, especially through social media, every interaction can be transformed into an opportunity to elevate your brand.

Research shows that [71%](#) of consumers are likely to recommend a brand after a positive social media experience, highlighting the power of these interactions. This statistic underscores the importance of every touchpoint in expanding your reach and creating lasting impressions.

A prime example is Oreo's clever response during the 2013 Super Bowl blackout. When the lights went out at the New Orleans Superdome, Oreo tweeted, "Power out? No problem," capturing widespread attention and instantly boosting its brand awareness. This demonstrates that timely, creative engagement can have a transformative impact on how your brand is perceived.
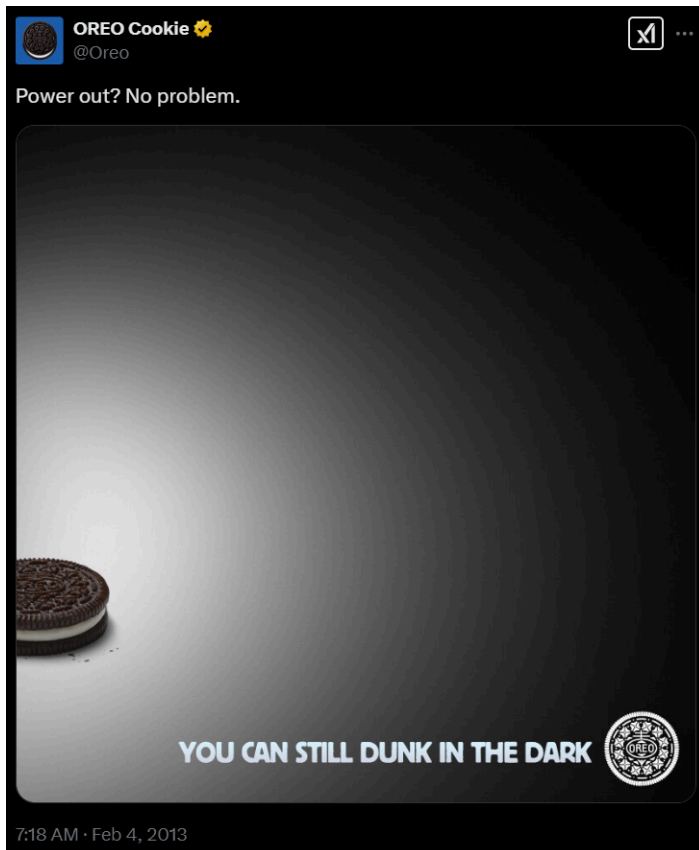
[Source](#)

[Image URL](#)

Alt text: Oreo's "moments" marketing during the Super Bowl is a perfect example of a spontaneous brand awareness campaign.

That creative decision generated millions of earned media impressions and made headlines globally. It became one of marketing's most celebrated moments – not because of a massive budget, but because years of consistent brand building had turned a serendipitous moment into a viral marketing opportunity.

With the right tools, you can track and measure brand awareness to optimize your impact and market reach.

What is brand awareness?

Brand awareness represents your target audience's familiarity with your brand. It tracks how well-known your brand is. When you need a tissue, you might say "Kleenex," or when ordering a soda, you might naturally just ask for a "Coke" regardless of the actual brand. That's the power of strong brand awareness.

For established companies and big brands, brand awareness delivers tremendous advantages:

- **Higher customer trust and loyalty**: People naturally gravitate toward brands they recognize, with studies showing that familiarity breeds confidence in purchasing decisions.
- **Premium pricing opportunities**: Well-known brands can set premium prices for their products since consumers often equate recognition with quality.
- **Lower marketing costs over time**: As awareness grows, big brands spend less to acquire new customers. Dependence on paid channels can be significantly reduced.

Several factors influence how aware consumers are of your brand. Your visual identity (logo, colors, design elements) plays a crucial role, as does the consistency of your messaging across channels.

The quality of customer experiences, the distinctiveness of your products or services and the emotional connections you build all contribute to that precious real estate in consumers' minds.

While you go on [building brand awareness](#), you also need to be watchful of where your brand stands currently – and that's where measurement comes in.
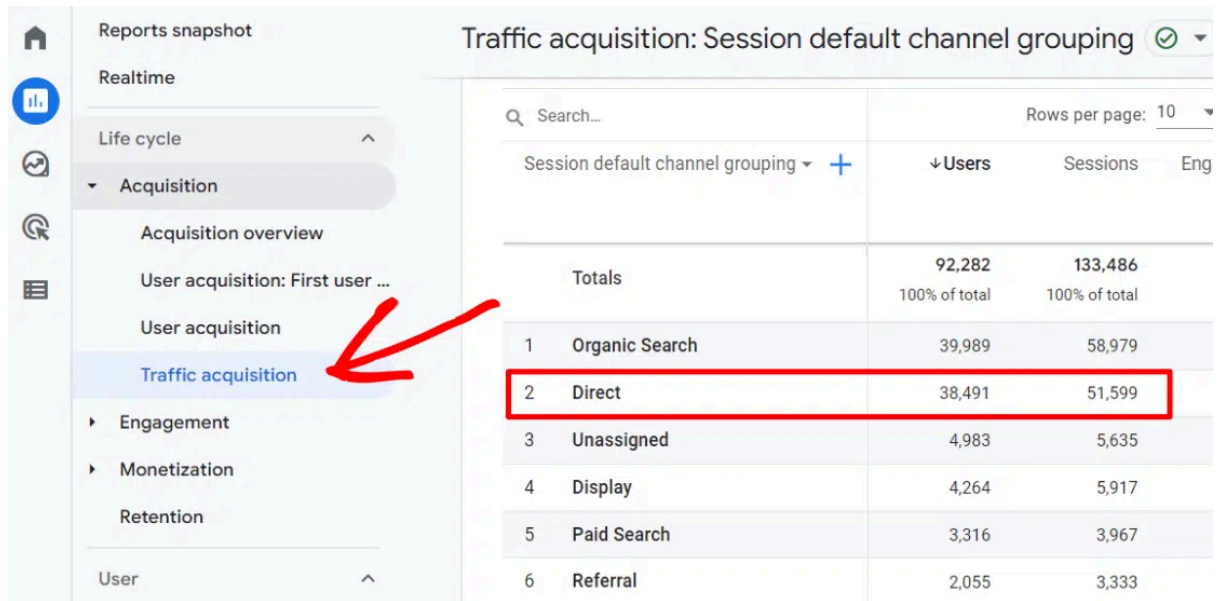
5 key metrics to measure brand awareness

Measuring something as seemingly intangible as brand awareness requires looking at multiple data points across both qualitative and quantitative dimensions. Each metric tied to brand awareness must provide unique insights into different aspects of how consumers discover, remember and engage with your brand across various touchpoints.

Let's go through five essential metrics that can help quantify your brand's visibility and recognizability in the marketplace, establish benchmarks for growth and demonstrate ROI to stakeholders:

1. Direct traffic

Rising direct traffic numbers typically indicate growing brand awareness. These visitors didn't need a search engine or another site to lead them to you. This indicates healthy brand awareness, whether through recall or word-of-mouth from strong [brand advocates](#).

Alt text: A screenshot of Google Analytics' (GA4) traffic acquisitions dashboard.

To track this metric, set up specific segments in your analytics platform to isolate and monitor direct traffic patterns over time. Pay special attention to new direct visitors, as they represent fresh awareness rather than returning customers.

💡 **Pro tip:** Direct traffic is not always accurate in platforms like Google Analytics (GA4) because of problems with cookie deprecation and tracking. The best way to double-check your traffic sources is to add UTM parameters to your marketing campaigns.

Utilize the UTM Manager modules feature in your marketing suite for content and campaigns to make deployment and tracking simple.

Source:

Image URL:

Alt text: An image of Sprinklr Marketing's UTM Manager module, where you can set up and track UTM links for campaigns.
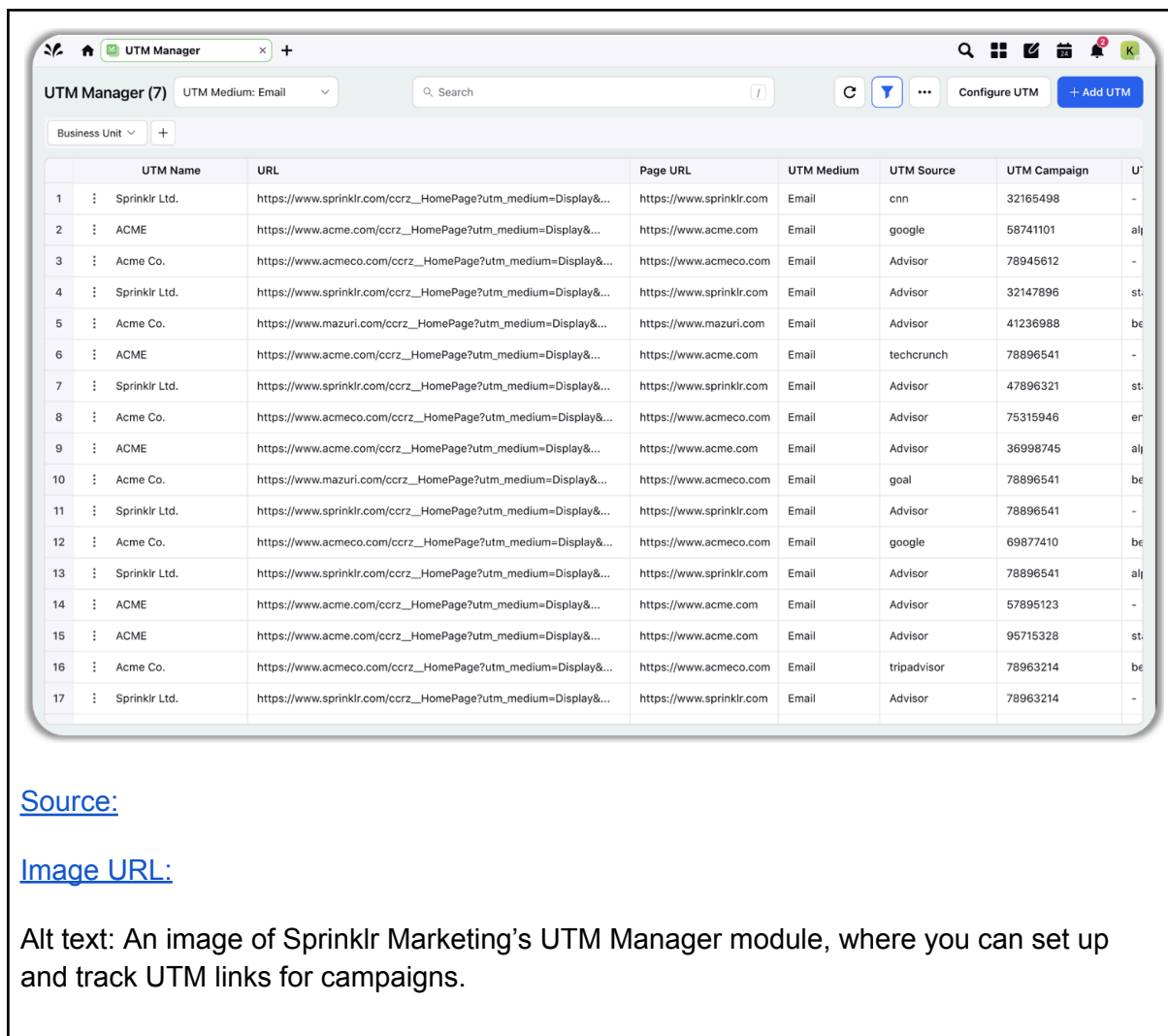
2. Social media mentions and engagement

When users actively discuss your brand on social platforms, it significantly expands your reach beyond your existing audience, introducing your brand to new potential customers through their networks.

These organic conversations create valuable touchpoints that reinforce brand recognition and recall. Each mention essentially functions as a free brand impression that carries added credibility since it comes from peers rather than paid advertising. According to a Harvard Business Review research, companies that improved brand equity by a mere 4% saw a 1.3x return on investment (ROI).

Brand Equity's Financial Impact

With the right brand metrics, you can precisely quantify and predict the impact of brand-equity growth on current revenue and shareholder value. Results for three very different brands we worked with show that both the short- and long-term ROI of effective brand building is very high.

Impact of a 4% increase in brand equity	Average across 4,000 brands	Airline	Fast-food chain	Winemaker
Additional annual revenue growth	1.0%	1.3	1.7	0.9
Additional annual shareholder-value growth	1.5%	2.0	2.7	1.4
Investment required *As percent of current revenue*	0.8%	0.5	0.7	0.5
Shareholder-value return on investment *$ of shareholder-value growth per $ of investment*	5.2x	4.8x	8.7x	7.8x
Revenue return on investment *$ of revenue growth per $ of investment*	1.3x	2.6x	2.4x	1.8x

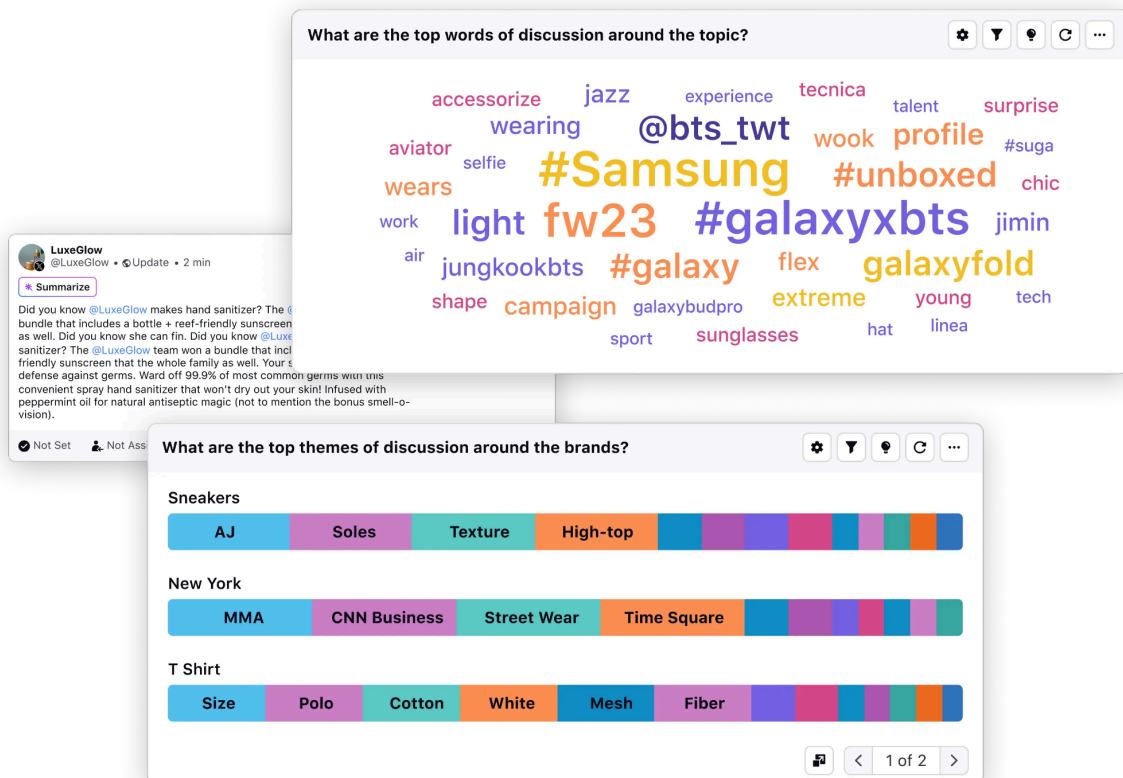▽ HBR

[Source](#)

[Image URL](#)

Alt text: A HBR study that shows the hugely positive implications of brand equity on revenue.

Your brand's presence in social conversations provides real-time insights into awareness levels. Track both volume (how often people mention you) and sentiment (what they're saying) across platforms.

[Social media mentions](#) and engagement metrics capture both deliberate engagement (people tagging your brand) and organic mentions (people talking about you without direct tagging).

> 💡 **Pro tip:** Look beyond just mention counts and analyze engagement rates on your content. High engagement relative to your follower count often indicates strong awareness and connection with your audience.

Set up a [social listening tool](#) to capture consumer intelligence across digital platforms and benchmark them against your competing brands.

What are the top words of discussion around the topic?

accessorize jazz experience tecnica
wearing @bts_twt talent surprise
aviator selfie wook profile #suga
wears #Samsung #unboxed chic
work light fw23 #galaxyxbts jimin
air jungkookbts #galaxy flex galaxyfold
shape campaign galaxybudpro extreme young tech
sport sunglasses hat linea

LuxeGlow
@LuxeGlow • Update • 2 min

※ Summarize

Did you know @LuxeGlow makes hand sanitizer? The @ bundle that includes a bottle + reef-friendly sunscreen as well. Did you know she can fin. Did you know @Lux sanitizer? The @LuxeGlow team won a bundle that incl friendly sunscreen that the whole family as well. Your s defense against germs. Ward off 99.9% of most common germs with this convenient spray hand sanitizer that won't dry out your skin! Infused with peppermint oil for natural antiseptic magic (not to mention the bonus smell-o-vision).

Not Set Not Ass

What are the top themes of discussion around the brands?

Sneakers
| AJ | Soles | Texture | High-top |

New York
| MMA | CNN Business | Street Wear | Time Square |

T Shirt
| Size | Polo | Cotton | White | Mesh | Fiber |

‹ 1 of 2 ›

[Source](#)

[Image URL](#)

Alt text: An image of Sprinklr's Social Listening platform, showing brand engagement by themes and topics.

3. Share of voice

You can calculate your share of voice by dividing your brand mentions by the total mentions across brands in your category and track changes over time. You can notice spikes and drops around campaign launches, product releases, or industry news.

[Measuring the share of voice](#) gives you perspective on your brand perception. For instance, a 5% increase in mentions might seem modest until you realize your competitors saw decreases during the same period.
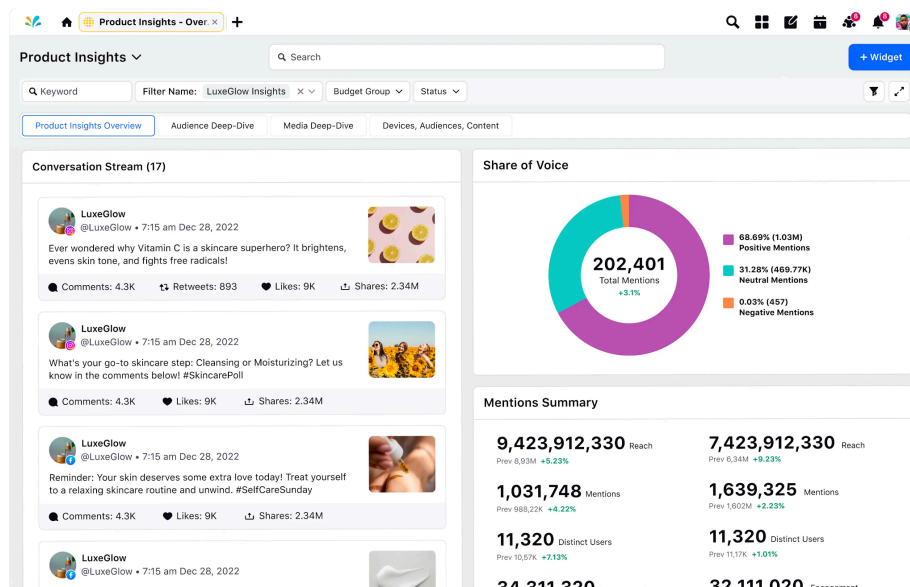
Alt text: An image of Sprinklr's Social Listening dashboard, which collates Share of Voice across digital channels.

4. Search volume data

The number of people searching for your brand name, products or branded terms indicates awareness levels. Rising search volumes suggest more people know about you and are actively seeking information.

Search data is valuable because it represents active interest. It represents people intentionally looking for you, not passively encountering your brand.

Example: According to Google Trends data, plant-based meat alternative Beyond Meat saw their search volume soar 836% after their IPO launch. They used this data to secure wider retail distribution. Their CEO Ethan Brown specifically mentioned in their Q2 2019 earnings call that this search lift was a leading indicator that directly correlated with their 287% revenue growth.
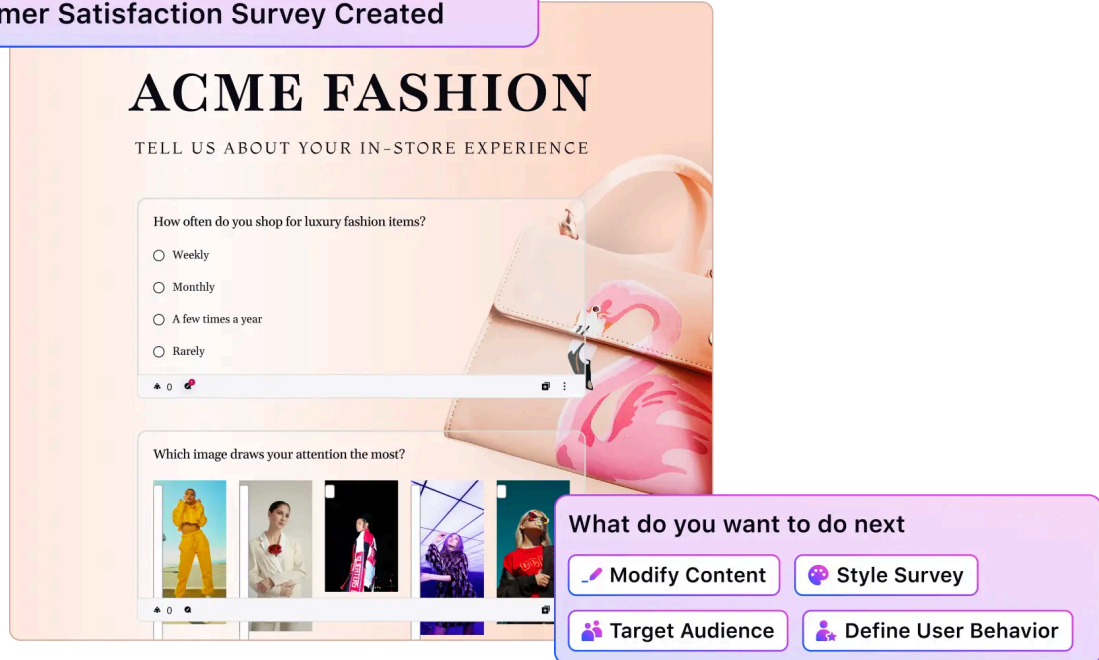
Tools like Google Trends can help your brand track search interest over time and across regions. Comparing branded search volume against non-branded industry terms will show you which potential customers are specifically seeking you out.

5. Brand surveys and studies

Surveys can measure both unaided awareness (asking "Name three companies that sell office furniture" without prompts) and aided awareness (asking "Have you heard of Brand X?").

Surveys provide context that digital metrics sometimes miss. For meaningful results, survey a representative sample of your target market at regular intervals using consistent methodology. Track changes over time and correlate them with marketing activities to identify what drives awareness most effectively.
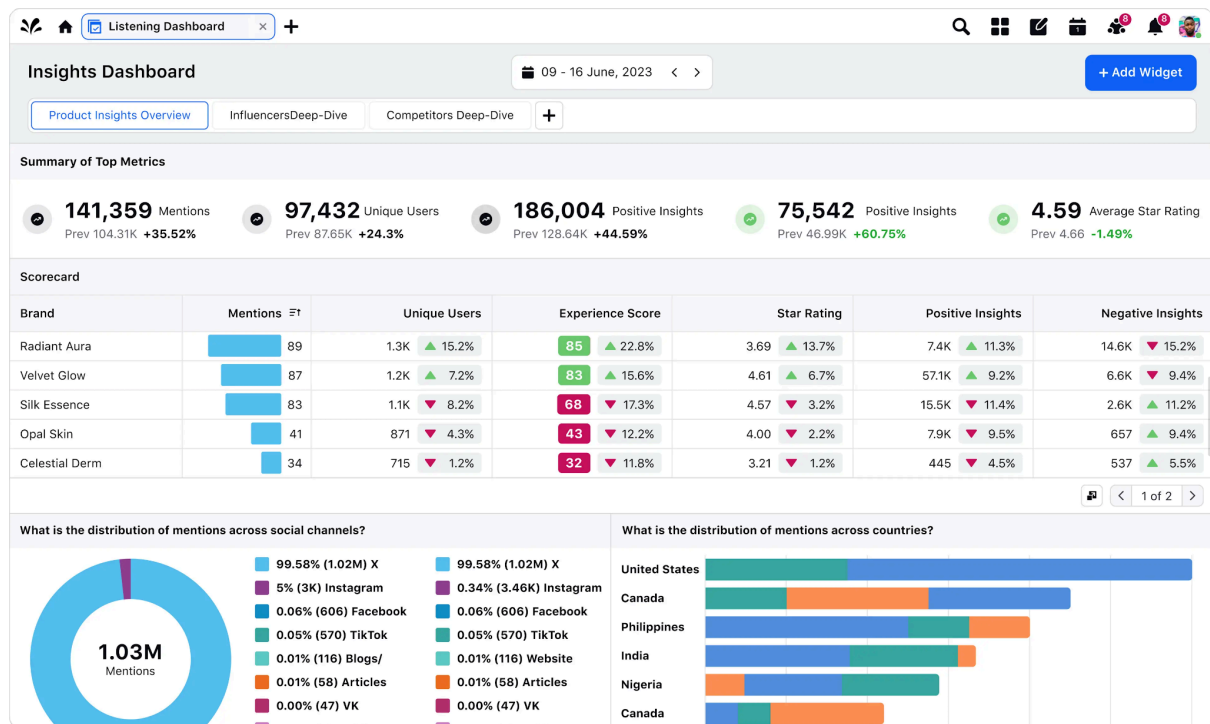

Source:

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Alt text: An image of a personalized survey builder in Sprinklr's Consumer Intelligence tool.

Best tools to track and measure brand awareness

Having the right tools in your arsenal makes measuring brand awareness significantly easier and more accurate. Here are six powerful platforms that provide valuable insights:

Sprinklr

Sprinklr stands out for its unified approach, bringing together marketing, social listening, customer experience data and competitive analysis in one platform. This holistic view helps brands see not just how often they're mentioned, but in what context and with what sentiment compared to competitors.

Insights Dashboard

09 - 16 June, 2023

Product Insights Overview | InfluencersDeep-Dive | Competitors Deep-Dive

+ Add Widget

Summary of Top Metrics

141,359 Mentions — Prev 104.31K **+35.52%**
97,432 Unique Users — Prev 87.65K **+24.3%**
186,004 Positive Insights — Prev 128.64K **+44.59%**
75,542 Positive Insights — Prev 46.99K **+60.75%**
4.59 Average Star Rating — Prev 4.66 **-1.49%**

Scorecard

Brand	Mentions	Unique Users	Experience Score	Star Rating	Positive Insights	Negative Insights
Radiant Aura	89	1.3K ▲ 15.2%	85 ▲ 22.8%	3.69 ▲ 13.7%	7.4K ▲ 11.3%	14.6K ▼ 15.2%
Velvet Glow	87	1.2K ▲ 7.2%	83 ▲ 15.6%	4.61 ▲ 6.7%	57.1K ▲ 9.2%	6.6K ▲ 9.4%
Silk Essence	83	1.1K ▼ 8.2%	68 ▼ 17.3%	4.57 ▼ 3.2%	15.5K ▼ 11.4%	2.6K ▲ 11.2%
Opal Skin	41	871 ▼ 4.3%	43 ▼ 12.2%	4.00 ▼ 2.2%	7.9K ▼ 9.5%	657 ▲ 9.4%
Celestial Derm	34	715 ▼ 1.2%	32 ▼ 11.8%	3.21 ▼ 1.2%	445 ▼ 4.5%	537 ▲ 5.5%

1 of 2

What is the distribution of mentions across social channels?

1.03M Mentions

- 99.58% (1.02M) X
- 5% (3K) Instagram
- 0.06% (606) Facebook
- 0.05% (570) TikTok
- 0.01% (116) Blogs/
- 0.01% (58) Articles
- 0.00% (47) VK

- 99.58% (1.02M) X
- 0.34% (3.46K) Instagram
- 0.06% (606) Facebook
- 0.05% (570) TikTok
- 0.01% (116) Website
- 0.01% (58) Articles
- 0.00% (47) VK

What is the distribution of mentions across countries?

United States
Canada
Philippines
India
Nigeria
Canada

Alt Text: An image of Sprinklr's Competitive Insights dashboard, which helps keep brand awareness in check against competition.

Key features for brand awareness:

👉 **Connected insights:** Sprinklr can overlay social mention spikes with website traffic bumps to identify which conversations are actually driving interest.

👉 **Emotional context:** The platform's AI capabilities help you understand whether mentions reflect simple acknowledgment or genuine connection.

👉 **Trend prediction:** Sprinklr can identify emerging conversation trends related to your brand before they peak, helping you amplify positive momentum or address potential issues early.

👉 **Portfolio comparison:** For multi-brand companies, Sprinklr offers comparative analysis across your portfolio, helping you understand which brands have awareness momentum and which need additional investment.

👉 **Real-time monitoring:** Sprinklr provides always-on alerts on campaign performance, brand mentions and trends.

Best for: All-in-one brand awareness monitoring with enterprise-grade insights and competitive intelligence

Google Trends

Google Trends excels at showing the bigger picture of brand awareness. You can track how interest ebbs and flows over years, not just days or weeks and identify seasonal patterns or regional strongholds.
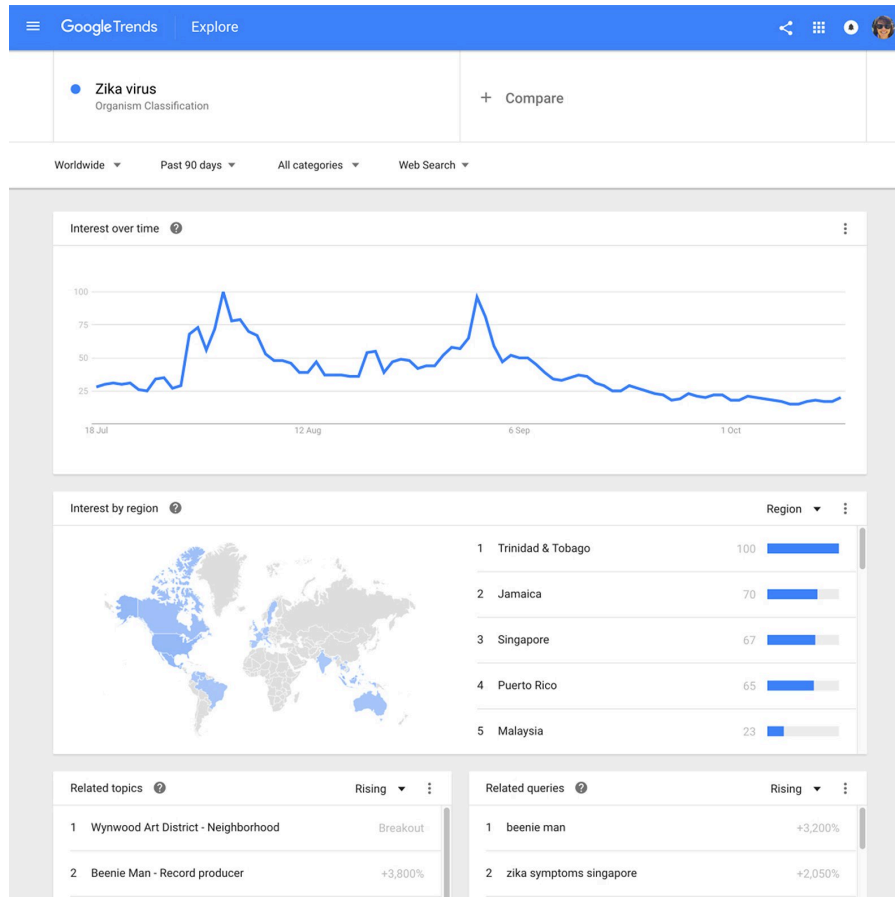
Alt text: An image of Google Trends' dashboard that shows interest in a topic by timeline, region and related topics.

Key features for brand awareness:

👉 **Normalized data:** Trends normalizes information against total search volume, giving you relative measures of interest rather than raw numbers.

👉 **Geographic patterns:** The regional breakdown reveals awareness hotspots and gaps.

👉 **Context clues:** The "related queries" feature shows what people search for alongside your brand, revealing product associations, common questions or potential misconceptions.

👉 **Competitive comparison:** Side-by-side analysis of up to five terms helps you understand your relative position against competitors.

👉 **Topic tracking:** Using the "topics" feature ensures you capture all search variations related to your brand, not just exact name matches.

Best for: Free, long-term trend analysis and geographic insights into brand search behavior.

A cool Google Trends hack: While Google Trends doesn't provide absolute search volumes, pairing it with Google Keyword Planner gives you both relative interest (from Trends) and absolute volume numbers (from keyword tools).

SEMrush

SEMrush gives you visibility into how discoverable your brand is online, both through organic search and through mentions on other websites. Its competitive intelligence features help contextualize your visibility against key competitors.
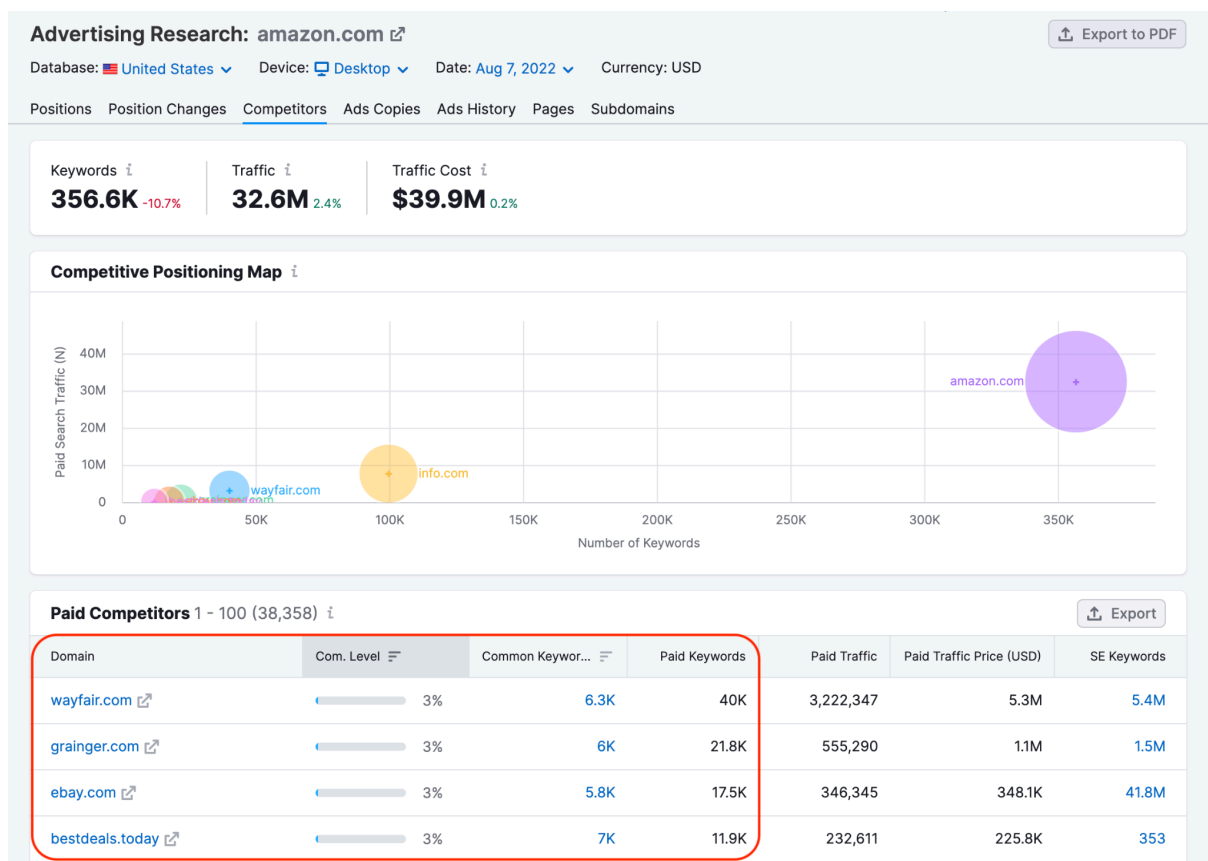
[Source](#)

[Image URL](#)

Alt text: An image of SEMrush's competitive dashboard for advertising.

👉 **Position tracking:** Monitor how well your brand ranks for key search terms in different geographic markets to pinpoint where awareness needs improvement.

👉 **Earned awareness:** The backlink analysis reveals which publications, influencers and websites are talking about you - providing insight into valuable third-party endorsements.

👉 **Brand strength areas:** The Organic Research tool shows which branded keywords drive traffic, helping identify specific aspects of your brand with strong awareness versus areas needing development.

👉 **Keyword gaps:** This feature shows branded terms your competitors rank for that you don't - revealing potential awareness blind spots.

Best for: Search-focused brand awareness measurement with strong competitive analysis capabilities

Google Analytics

Google Analytics connects the dots between awareness and action by showing you how brand-aware visitors behave differently on your site. It can segment users based on acquisition source and helps isolate and study those who already know your brand.
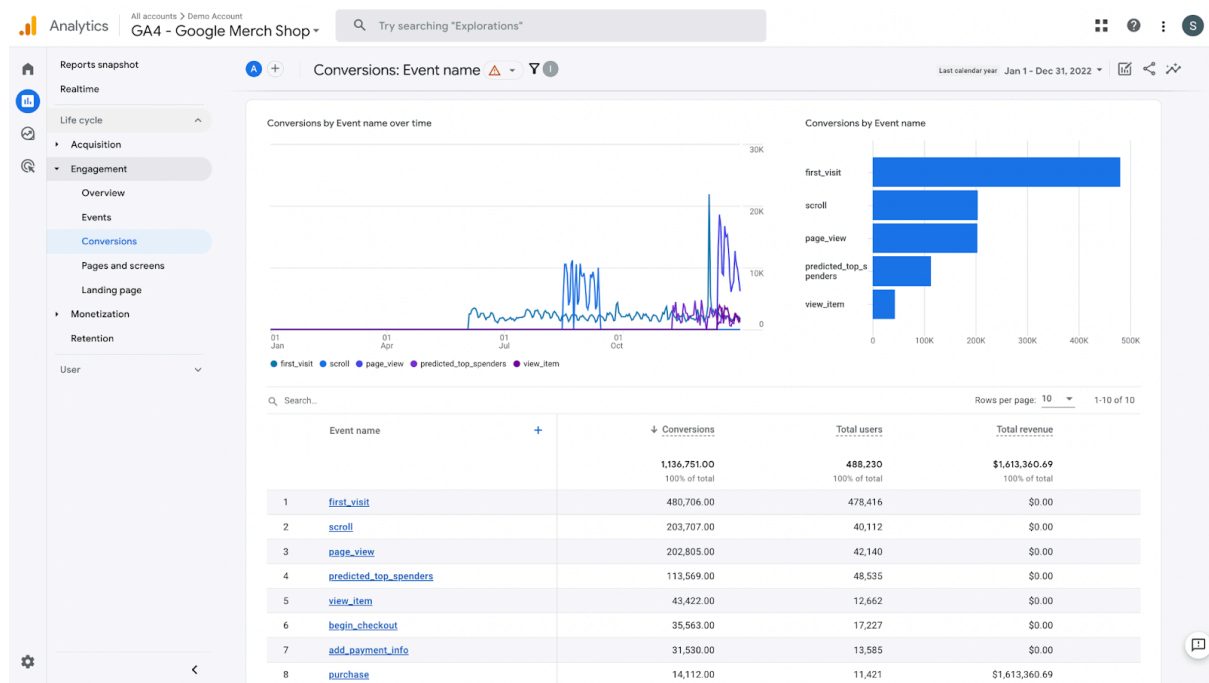
Source:

Image URL:

Alt text: A screenshot of Google Analytics' conversion event dashboard that shows multiple user touchpoints.

Key features for brand awareness:

👉 **Quality assessment:** Compare behavior metrics (bounce rate, pages per session, conversion rate) between visitors who arrive via branded search versus other channels to gauge whether your awareness is attracting the right audience.

👉 **Custom segments:** Create segments for brand-aware visitors (direct traffic + branded search) versus non-brand-aware visitors to reveal comparative insights.

👉 **Attribution insights:** Multi-Channel Funnel reports show how brand awareness influences the customer journey even when it's not the final touchpoint before conversion.

👉 **Geographic strength:** Filter Location reports to show only direct or branded search traffic, revealing regional brand strength patterns.

👉 **Monitoring systems:** Set up custom alerts for significant changes in direct traffic or branded search volume to identify unexpected awareness shifts requiring investigation.

Best for: Website-focused awareness measurement with detailed visitor behavior insights.

Mention

Mention excels at capturing conversations about your brand as they happen, helping you measure immediate impacts of campaigns or PR efforts on awareness. Its filtering capabilities ensure you're measuring meaningful mentions, not just noise.
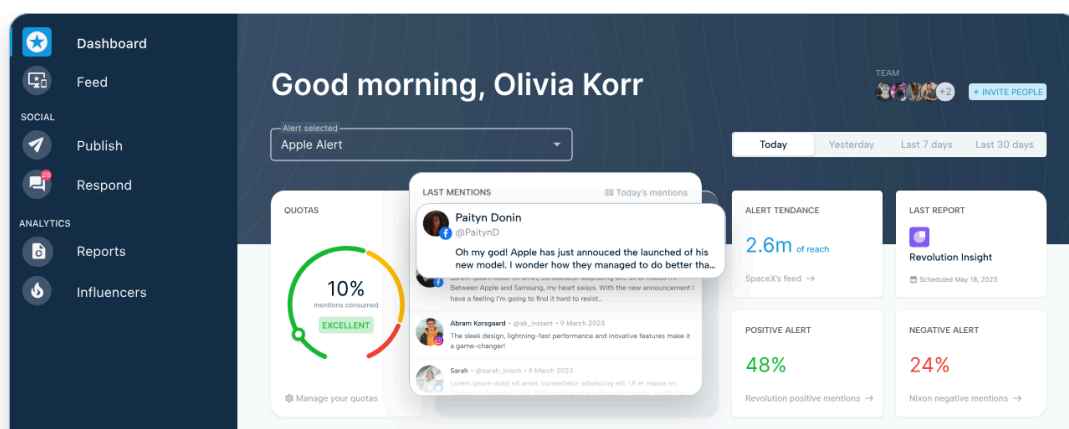
[Source](#)

[Image URL](#)

Alt text: A screenshot of Mention's brand management dashboard,

Key features for brand awareness:

👉 **Real-time monitoring:** Track awareness spikes during specific campaigns or events.

👉 **Precision filtering:** Advanced Boolean search options capture variants of your name, common misspellings and product mentions while filtering out irrelevant content.

👉 **Emotional context:** Sentiment analysis helps understand whether people are talking about you positively, negatively, or neutrally - crucial because negative awareness can be worse than no awareness.
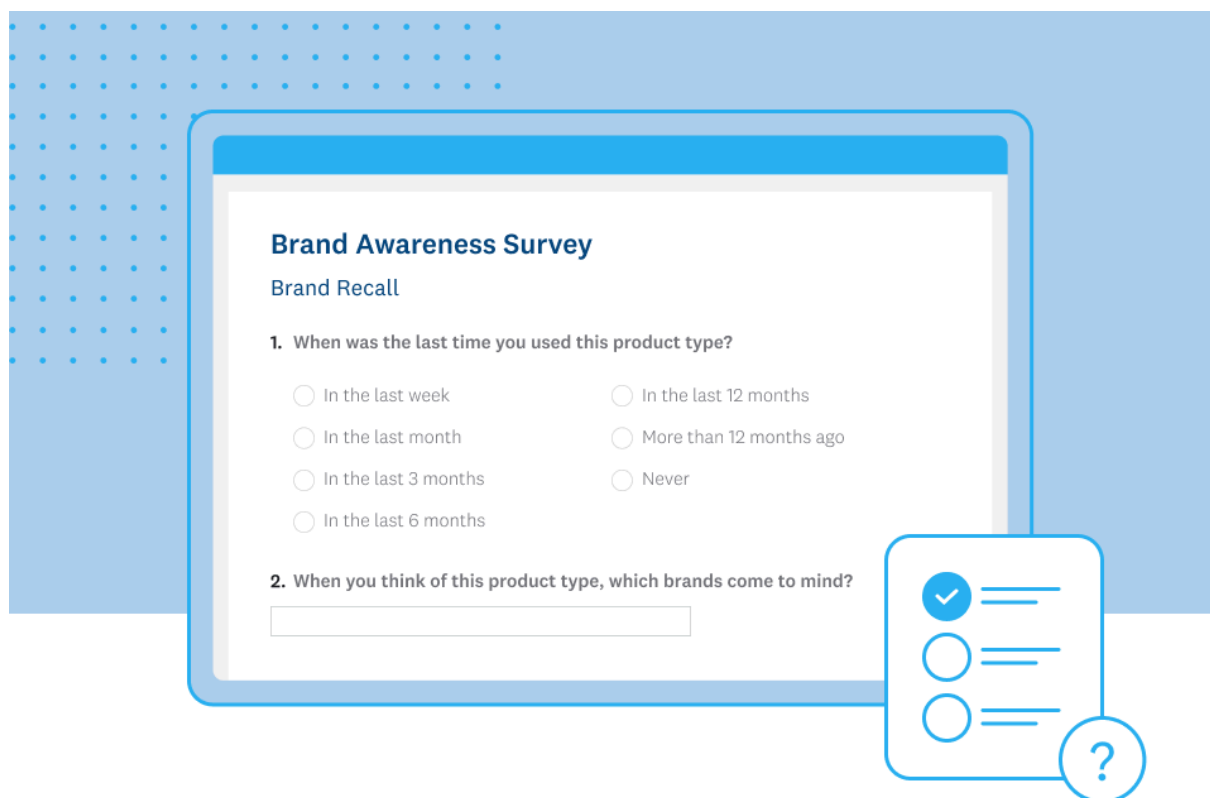
👉 **Influence mapping:** Identify who's driving conversation about your brand, providing insight into which voices are shaping your market perception.

👉 **Competitive context:** Side-by-side comparison of mention volume and sentiment against key competitors helps you understand your relative position in the market conversation.

Best for: Real-time brand mention monitoring with strong filtering capabilities for relevance.

SurveyMonkey

SurveyMonkey provides the direct approach to measuring awareness by simply asking your audience what they know about your brand. Its targeting capabilities ensure you're measuring awareness among the people who matter most to your business.

[Source](#)

[Image URL](#)

Alt text: A screenshot of a brand awareness survey created using SurveyMonkey.

Key features for brand awareness:

👉 **Visual recognition:** The Image Choice question type tests recognition of your logo or packaging without text prompts.

👉 **Comparative awareness:** Matrix/Rating Scale questions help compare awareness levels across multiple brands in a single question.

👉 **Adaptive questioning:** Branching logic creates sophisticated awareness studies that adapt based on respondent answers, with different paths for aware versus unaware participants.

👉 **Demographic insights:** Filtering tools segment awareness data by age, location, income, or custom criteria.

👉 **Industry context:** Benchmarking capabilities compare your brand awareness metrics against industry standards, providing crucial context for your numbers.

👉 **Association mapping:** Word cloud and text analysis features help interpret open-ended responses about brand associations, revealing emotional connections that accompany awareness.

Best for: Creating and analyzing custom brand awareness surveys with robust demographic insights.

# 3 Tips to improve brand awareness based on key insights

Once you've established your baseline metrics for brand awareness, the next step is taking action to improve them. These three proven strategies can significantly boost your visibility and recognition when implemented consistently:

1. Create distinctive brand assets that trigger recognition

Distinctive brand assets create immediate recognition even without your name present. Think about the McDonald's golden arches, Netflix's distinctive "tudum" sound, or Coca-Cola's unique bottle shape. These assets become mental shortcuts that trigger brand recognition instantly.

Why it works: According to research from the Ehrenberg-Bass Institute, brands with strong distinctive assets enjoy significantly higher mental availability - the likelihood of being thought of in buying situations. These assets create "retrieval cues" that trigger brand recall through multiple sensory pathways.

Success story: In 2019, Mastercard removed its name from its logo, relying solely on the distinctive red and yellow interlocking circles. According to Raja Rajamannar, Mastercard's Chief Marketing Officer, this move was possible because their research showed most people recognized the symbol without the name. The transition has been highly successful, with brand recognition increasing after the change.
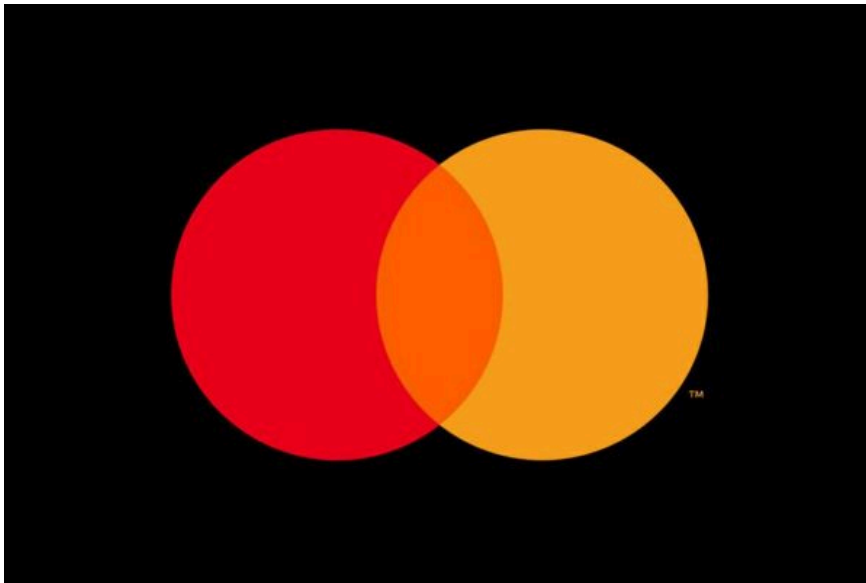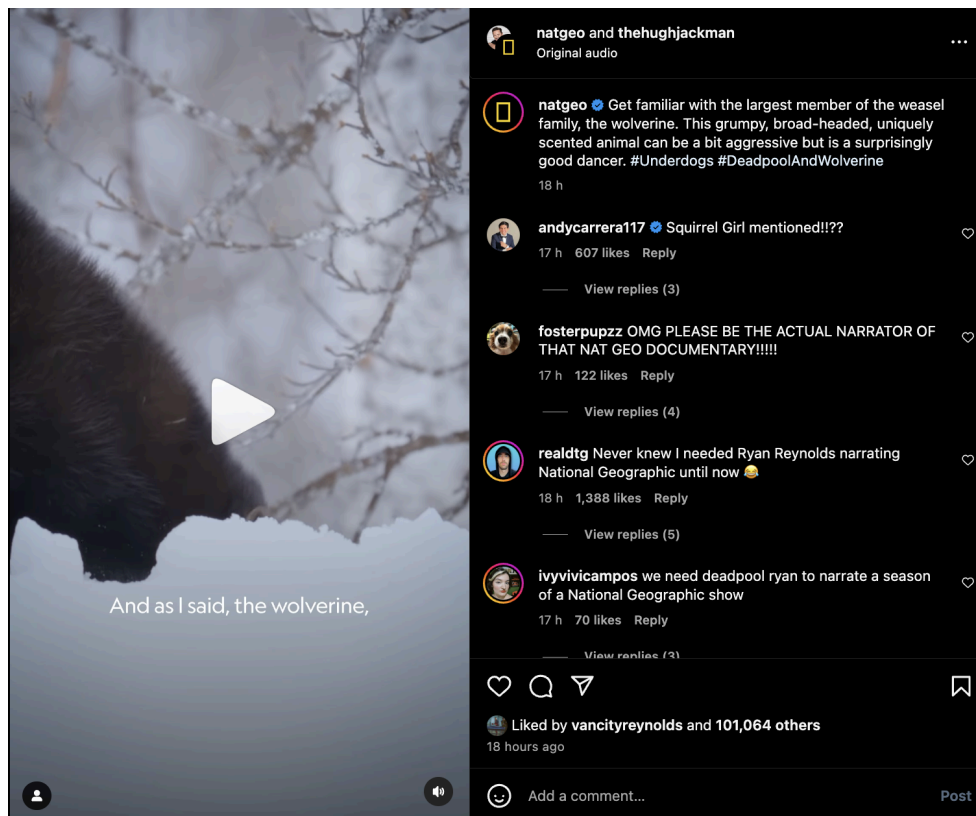
[Source](#)

[Image URL](#)

Alt text: A logo of Mastercard after they dropped the text.

Quick-start action steps:

- Audit your current visual and auditory brand elements for distinctiveness.
- Test recognition of your brand assets without your name present.
- Consistently apply your distinctive assets across all touchpoints.
- Monitor sentiment around visual elements using tools like Sprinklr's Social Listening.

Image URL: Screenshot
Alt text: A partnership between National Geographic and Hugh Jackman for brand awareness.

Quick-start action steps:

- Identify brands with complementary values and overlapping but not identical audiences.
- Start with micro-partnerships (guest content, co-branded events) before major investments.
- Measure awareness specifically in the partner's audience before and after collaboration.
- Use audience insights tools to identify potential partnership opportunities based on affinity data.

3. Develop a consistent omnichannel storytelling approach

Consistent storytelling across channels creates cumulative awareness that's greater than the sum of its parts. When people encounter your same core message adapted appropriately for different contexts, it reinforces memory formation and brand recognition.

The key is maintaining core narrative consistency while adapting the delivery to each channel's unique strengths.

Why it works: According to memory consolidation theory, repeated exposure to consistent messages across diverse contexts strengthens neural pathways associated with your brand.

Each repetition reinforces recognition, while diverse contexts create multiple retrieval pathways to your brand in memory.

Success story: Flowe, Italy's renowned digital bank used Sprinklr to unify its messaging across marketing, engagement and support to [scale its growth by 67%](#) within the first year of deployment.
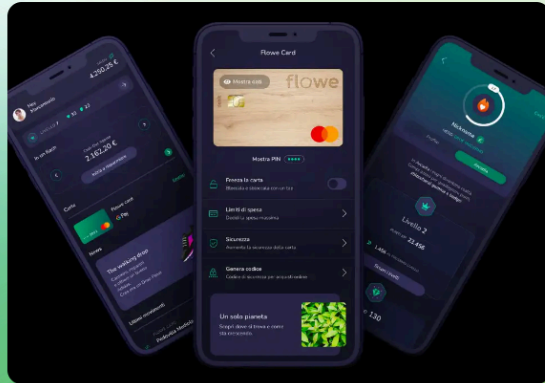
Quick-start action steps:

- Define your core brand narrative in a single sentence that captures your unique value.
- Create a messaging matrix that adapts this core story appropriately for each channel.
- Use content performance tools to see which versions of your story resonate best.
- Ensure visual consistency accompanies narrative consistency across touchpoints.

By consistently implementing these strategies and measuring their impact using the tools mentioned earlier, you'll create a virtuous cycle of awareness growth that compounds over time.

Measure your brand awareness consistently

Brand awareness isn't a "set it and forget it" metric. It requires ongoing attention and measurement. Markets evolve, competitors emerge and consumer preferences shift. What worked last year may not work today and the brand awareness you've built can erode without consistent reinforcement.

The most successful brands treat awareness measurement as an ongoing practice rather than a periodic project. They integrate tools like Sprinklr, Google Analytics and targeted surveys into their regular reporting cadence, watching for trends and responding quickly to changes. This consistent monitoring allows them to spot opportunities and threats earlier than competitors, maintaining their mental availability advantage even as markets evolve!

[Sprinklr's AI-powered Marketing Platform](#) enables brands to listen, analyze, and respond to customer data across channels, delivering a seamless and personalized experience.

Are you ready to revolutionize your marketing strategy? Book a Sprinklr [DEMO](#) today!.

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References:

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Checklist:

Stylistic	Status
H1, H2 tags	Done
Oxford comma - should be removed	Done
Using '&' in copy - avoid	Done
Meta title and description length	Done
Relevant images	Done
Optimized Alt text	Done
Casing	Done
Use bullets	Done
Monotonous formatting	Done
Lead-in lines	Done
Space around em dash, en dash	Done
	Done

	Done
Tone	
Active voice	Done
Second person (You, Your)	Done
Short sentences	Done
Minimal fluff	Done
No repetition	Done
Subject - verb agreement	Done
No jargon	Done
Fancy language	Done
Monotonous sentence structures	Done
Use "it" and not "they" to refer to other brands	Done
Others	
Sufficient internal links	Done
Data validation	Done
No competitor names	Done
Subtle product plugs	Done
Relevant images	Done
Stats from reliable sites - Statista, CXO Today....)	Done
No old stats - stats before 2018 should be avoided	Done
Stats from primary research	Done