Brand Catalyst is a revolutionary brand strategy and predictive segmentation tool that identifies the unique characteristics that differentiate your brand from over 8,000 others. With Brand Catalyst, marketers can understand consumer perception towards their brand using advanced psychographics, intent, category preferences, and brand and product consumption patterns.

Brand Catalyst also uses advance predictive models to identify potential prospects and their characteristics. A built-in recommendation engine converts all these differentiating attributes (including over 200,000 consumer data points) to create unique consumer personas for a brand.

Features & Benefits

Predictive Psychographic Engine

Advanced predictive models pinpoint the top psychographic drivers that predict ownership of a brand and identify the top prospective consumers for that brand, helping marketers drive market share, inform creative and media strategy, and drive increased return on ad spend.

- Increase sales by discovering attributes that increase the likelihood of brand choice or product purchase
- Grow market share by understanding what drives consumers to competitors
- Reduce ad wastage and optimize return on ad spend by omitting consumers who are least likely to ever purchase your brands
Explorer
Quickly discover what resonates with consumers of a defined brand. Gain deeper insights into the mindset and motivations of not only your customers, but also that of the competition.

- Compare and contrast over 8,000 brands
- Identify potential customers based on predictive psychographics
- Analyze the customers & potential prospects of your competitors
- Data automation and visualizations help build or revise brand strategies in minutes

Reporter
Analyze over 200,000 consumer attributes and quickly understand similarities and differences between brand personas. Spend less time data mining and quickly discover stories and data points that inform marketing and advertising strategy.

- Quickly assess an insights request before dedicating research time and resources
- Discover unknown stories and data points to exploit
- Visualize dictionary datapoints & toggle on index or percent

Creator
Automate segmentation of a persona into consumer groups that share similar psychographics, allowing marketers to test differentiated offerings and messaging.

- Use advanced clustering to segment personas with psychographics today and custom attributes in the future
- Compare and contrast segments to inform messaging strategy
- Identify priority segments to pursue
- Create instant snapshots of the segments that make up a persona before investing in a deep-dive segmentation analysis

To learn more, contact us at +1 866 256 4468 or MRISimmons@gfk.com