

Brand Metrics Gauging And Linking Brands With Business

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Brand Metrics Gauging And Linking

Brand extensions can leverage existing brands as line or category extensions. The three steps to building brand equity are: building a high level of brand awareness, linking the brand name to the brand's points of parity and difference, and building a deep emotional connection or "relationship" between the brand and targeted customers.

PowerPoint Presentation

This guide explores strategies for getting web traffic data for third-party websites, i.e., websites

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that are not owned and operated by you. The guide is helpful for providing benchmarks for your own website, in particular benchmarks for overall traffic levels, traffic variation with time, and your audience profile. It can also be used to address the website-based method of gauging the ...

7 Ways to Get Traffic Analytics for a Website You Don't Own

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