

What is Brand Tracking?

Contributed by DJS Research Ltd
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Brand Tracking, as explained by DJS Research Ltd.

Brand tracking allows a company to keep track of how it is doing in the marketplace relative to a set of pre-defined points of differentiation. These points are different for every brand, as every brand stresses different aspects and appeals to different consumers. Through regular tracking, it is possible to see how badly or well a company is doing relative to previous performance; more detailed methodologies may also suggest reasons for these changes.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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