



Braingraph provides the data and insights required to get your business to the next level of performance and growth. Whether you are planning to extend your product or service portfolio, expand into new areas of the market, reach new audiences or prepare for a sale, we have the right, custom-made package for every growth objective for you:

A. Data-led growth strategy analysis [[REQUEST A QUOTE](#)]

You are planning to develop or implement a high-growth strategy that allows your business to reach new revenue, sales or performance targets. You want to make sure your strategy is optimised and understand what is achievable. Our growth strategy report, based on digital data specific to your company and competition, will provide you with the information and analysis you need to bulletproof your strategy:

- a. Competitive benchmarking and market analysis to estimate digital headroom for growth
- b. Objective and transparent growth forecasting based on clearly defined variables
- c. Identification of digital key growth triggers and obstacles

B. Data-led product/service extension analysis [[REQUEST A QUOTE](#)]

You are planning to extend your current product or service-portfolio in order to grow your business and reach new sales or revenue targets but want to make sure that the new products or services have the highest possible chance of success. Or you want to optimise your new product/service investment by focusing on the products and services with the highest likelihood of success? Our P/SE report will provide you with all the relevant data and insights you need to grow your portfolio with confidence:

- a. Data-led analysis of consumer perception of your brand and its existing products/services
- b. Competitive benchmarking and market analysis regarding competitor products/service similar to the planned extension
- c. Objective and transparent traffic and revenue forecasting based on clearly defined variables

C. Data-led market expansion analysis [[REQUEST A QUOTE](#)]

You are planning to enter a topically or geographically new market to grow your business and reach new sales or revenue targets. You want to make sure that you actually understand the market before launching your product or service. In order to maximise the chance of a market expansion you are interested in understanding market-specific consumer behaviour and competitive dynamics, want to identify unmet consumer needs or avoid areas of insufficient demand. Our ME report will provide you with all the relevant data and digital insights you need to expand into a new market with confidence, including:

- a. Product/service-related demand analysis and forecast
- b. Consumer need based purchase trigger and obstacle analysis
- c. Competitive market positioning and competitor benchmark analysis
- d. Consumer journey and purchase funnel analysis
- e. Objective and transparent traffic and revenue forecasting based on clearly outlined assumptions

D. Data-led audience expansion [[REQUEST A QUOTE](#)]

You are planning to broaden your existing customer base or tap into a new target audience in order to grow your business and reach new sales or revenue targets but want to make sure that you actually know and understand the audience in question before trying to engage it. You might be interested in their demographic details but probably also want to know what motivates and interests them and what they genuinely care for, who their key influencers are and what their digital habits and sources of information are. Our AE report will provide you with all the relevant data and insights you need to engage your new audience with confidence, including:

- a. Identification of key insights about the existing customer base via own analytics and CRM data
- b. Custom audience creation and analysis
- c. General product/service related audience analysis
- d. Analysis on key interests, motivations, influencers and digital behaviour patterns to identify most promising ways of engagement
- e. Gap analysis via compare & contrast between existing and ideal target audience
- f. Audience segmentation, profiling and quantification based on all available quantitative and qualitative audience data
- g. Summary of potential opportunities and threats of the planned audience expansion

E. Data-led buy-out (buy-in) / sale (purchase) preparation [[REQUEST A QUOTE](#)]

You are planning to sell parts or the entirety of your business - or buy into another company - but want to make sure that all digital performance metrics are healthy and reflect high value and growth potential before entering into concrete negotiations. You might be interested in an objective analysis of the general headroom for growth and relative growth performance over time. You might also want to objectively benchmark marketing effectiveness within your market, learn how efficient communication with the target audience actually is, how the website is performing, how much each of the marketing activities are delivering and what the actual growth and revenue trajectories are and on what assumptions they are based on. We will provide you with all the data and insights you need to be prepared for your negotiations, including:

- a. Analysis of digital demand in your market and for your product
- b. Assessment of relative market performance and general headroom for growth
- c. Objective outside-in marketing effectiveness benchmark analysis via traffic, search and social data
- d. Analysis of marketing efficiency based on audience engagement, traffic volume across platforms and conversion rates for each traffic source
- e. Website performance and ecommerce analysis based on main website journeys, bounce rate and session duration analysis, mobile performance, and check-out behaviour
- f. Marketing ROI / ROAS analysis based on attribution across all digital platforms
- g. Repeat customer / loyalty behaviour analysis based on CRM data
- h. Growth and revenue projection based on transparent assumptions / marketing and competitor scenarios

PRICING

For companies looking to grow, innovate, buy or sell, our packages offer necessary in-depth strategic analysis within the context of their market. If you have identified a specific obstacle or have a specific question you need answering - whether your traffic is falling, marketing failing, or sales declining - we can offer you a tailored service using one of the above outlined packages or a bespoke package using our [product matrix](#).

If you haven't found what you are looking for, please get in touch: hello@braingraph.com.

We also have a dedicated team for especially difficult or complex digital problems:

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