



All modules (boxes) starting from £ 3,000 (ex VAT / data costs) - exact prices depending on project scope / size:

Market Analysis	Competitive Benchmarking	Consumer Behaviour	Performance Metrics	Growth Analysis
Assessing your company's digital growth relative to our index of the small, medium and large firms operating in the same marketplace	Identifying key online competitors and tracking their performance, marketing channels, and what they are doing to grow that you could	Poor conversion rates preventing your company growing - and how they can be improved, including technical website support and customer behaviour tracking	Analysis of your and competitor traffic and digital marketing activity over the past two years, followed by monthly updates on competitor behaviour and your performance with red flag alerts, enabling reactive marketing and giving you peace of mind	Growth and revenue projection and modelling based on marketing options and competitor scenarios
Gap analysis, wherein we identify who your customer base is and - importantly - what your ideal customer base would be, to increase brand impact and effectiveness of targeted marketing	Overview of emerging online competition - and what they're doing to get ahead	Customer behaviour broken down by journeys, drivers, and demographics	Analysis of key engagement metrics with specific focus on your social content performance across platforms to identify key levers for performance improvement	Analysis of key growth hacking levers across all platforms and touchpoints
Analysis of your CRM data in conjunction with digital trends in your market to identify missed or underutilised profit vectors	A drill-down into competitor sentiment and key areas of improvement for your company, as identified by your customer base	Data-led analysis of consumer perception of your brand	Engagement related conversion analysis to see what engagement metrics are able to impact conversion rate	Headroom for growth analysis to see how much additional / unused growth potential exists in the market

🔍 Haven't found what you are looking for? Get in touch: hello@braingraph.com | +44 747 996 0040

💎 Think you are special or have an extra tough digital problem: specialops@braingraph.com