

## How to measure brand affinity

There's no single and most accurate way to measure brand affinity, but there are a lot of metrics you can monitor to assess your brand affinity. They will provide you with a clear picture of your performance.

These indicators include the ones below.

### **NPS (Net Promoter Score)**

It allows you to find out the percentage of customers who are fully satisfied with your company and are ready to recommend it to their friends and colleagues. This likelihood is measured with the help of points from 1 to 10. You can ask your clients to answer these questions in their profile on your site.

### **Customer lifetime value**

This metric shows how much money your client can spend on your products during your relationships. Customer lifetime value is one of the crucial metrics for each business since it reflects your customer retention and loyalty efforts.

### **Referrals**

These are people brought to your business by your current clients. You should track this metric constantly to understand the number of loyal clients and the reasons why they bring you or not new leads. Reward them for every new customer.

**“Time spent” in Google Analytics**

GA provides businesses with tons of insights into their performance. You can monitor the time spent on each page of your site. You’ll find out the number of sessions and their duration. The higher this indicator, the better. It means that you’ve managed to create engaging and valuable content and your audience likes it.

**Facebook Insights and YouTube analytics**

These tools are similar to the previous one. They help you understand the performance of your content in terms of time spent watching it.

**Brand search volume**

Check this data in Google Search Console. It allows you to find out the number of people who use your brand name while searching with Google. It means that you’ve managed to build brand awareness and create interest and affinity towards your company.

**Mentions on social media**

Keep track of your brand mentions to see what customers think about your company. This will help you uncover your pain points as well as your strengths.