



WHITE PAPER

Brand Intelligence in Brand Management

How brands measure, assess and deliberately steer perception instead of relying on gut feeling

livestep Brand Intelligence · October 2026

SUMMARY

The essentials in three paragraphs



The situation

Brand perception forms in forums, press, social media and increasingly in AI answers. Usually without the company noticing.



The answer

Brand Intelligence brings external and first-party signals together, assesses them and derives concrete recommendations.



The benefit

React faster, make decisions based on data and put budget where it has an effect.

STARTING POINT

The brand is shaped where the company is not looking

Buyers do their own research: in forums, reviews, media and in conversation with AI assistants. The first impression forms long before the first contact.

57 %

of the purchase decision is made before first contact with sales

59 %

of consumers do not buy from brands they do not trust
(Edelman Trust Barometer 2023)

THE PROBLEM

Three gaps in classic brand management



Scattered signals

Comments, articles, analytics and chatbot conversations sit in separate tools. There is no overall picture.



Late reaction

Problems often only show up when revenue drops. By then the perception has already set.



Gut feeling instead of data

Decisions on messaging, products and budget rest on impressions rather than reliable signals.

DEFINITION

What Brand Intelligence delivers

Brand Intelligence links the collecting, assessing and analyzing of all brand-relevant signals into a cycle that ends in concrete action.



1 • Collect

Continuously capture external and first-party signals



2 • Assess

Classify as positive, negative or neutral



3 • Recommend

Derive prioritized recommended actions



4 • Act

Carry out measures and measure the impact

External and first-party signals in one place

From outside

Communities and forums

Press and news

Social Media

Podcasts

From your own house

Website content and performance

Technical SEO and keywords

Visitor numbers from Matomo, Google Analytics, etracker

Chatbot conversations

Ad accounts on Meta and Google Ads

METRICS

Four dimensions of brand perception



Sentiment

How is the brand talked about: positive, negative, neutral?



Awareness

Where and how often does the brand appear?



Trust

Which topics strengthen or weaken credibility?



Engagement

How strongly do audiences respond to content and offers?

A NEW FIELD

What do AI assistants say about your brand?

More and more buyers ask an AI first. Whether and how your brand is mentioned there is a part of brand perception in its own right, and it can be measured.

ChatGPT

Claude

Perplexity

Gemini

Grok

Llama

livestep checks these models. This shows where your brand appears in AI answers and where it does not.

ASSESSMENT

From signal to recommendation



Knowledge Hub

Target audiences, target markets, products, competitors and keywords form the foundation against which every signal is classified.



Classification

Every signal is rated, including per product and per competitor.

Positive

Negative

Neutral



Recommendations

An AI-generated situation report and prioritized recommended actions. Ask follow-up questions to the AI Copilot.

IN PRACTICE

What marketing and management use it for



Brand management

Align messaging and positioning with how the brand is actually perceived



Products

See how individual products land in the market, independent of the overall brand picture



Competition

Compare how competitors are perceived and spot gaps



Crisis early warning

Spot negative developments before they set in

AUTOMATION

Agents take over the routine

Agents are fully flexible: write your own task or start from a template. Results go straight to Slack, HubSpot, Asana or by email.



Crisis monitoring

Flags notable negative developments



Competitor watch

Tracks movements in the competitive landscape



Monday report

Delivers the situation at the start of the week

Agents are available from the Growth plan and are not included in the trial period.

GETTING STARTED

To your first analysis in five steps

- 1 · Set up your brand and products
- 2 · Add audiences, markets and keywords in the Knowledge Hub
- 3 · Add competitors
- 4 · Connect your own channels and analytics
- 5 · Use the analysis and recommendations

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7 days free
No credit card
No minimum term

CONCLUSION

Those who know how they are perceived can steer it

Brand Intelligence turns scattered signals into a basis for decisions. Start with an analysis of your own brand.

[Try for free](#)

[Book a demo](#)

EU hosting · GDPR compliant · No AI training on your data · No minimum term