The lecture of Session 4 introduced a conceptual model that applying attitudinal metrics and play a role in understanding consumers, which could be used to better analyze the consumer sentiments and consumers attitudes towards the brands and products. For a brand manager, who might see a lot of data on the screen, there are lots of different metrics to look at. For example, if one is a manager of online company, then there are many digital KPI including number of followers, number of impressions, number of clicks, number of likes, time spent on site, app downloads, leads and sales. Moreover, there are four funnel metrics that are frequently applied: awareness, consideration, liking and sales. Among the four funnel metrics, awareness is where consumers really have heard about the brand, and consideration is whether consumers really consider buying the product of this specific brand. Therefore, awareness and concentration represent the brand's health in terms of what kind of place the brand has in consumers’ minds by reflecting more the cognitive aspect of the brand building efforts. Also, it's obvious that for a performance-oriented brand manager, sales is the most important metric. With the four funnel metrics, we could develop the following guiding marketing mix that consideration could be more responsive to marketing actions than brand liking, and any gains in brand liking may be short-lived due to fickle consumers or tough competitors, while gains in consideration could be longer-lasting. Therefore, consideration gains may convert into sales at a higher rate than liking gains do.

The conceptual model could help a manager of using consumer attitude information to guide marketing strategies and actions. What markets and competitors do, including advertising, changing price, promoting, will change the attitudes of customer. What customers and feel could be evaluated by awareness, consideration, and liking, and will eventually influence what customers do, or in other words, whether they are willing to purchase or not. Therefore, there are two mindset routes in the conceptual model, the first one is from what marketers & competitors do to what customers think and feel, and the second one is from what customers think and feel to what customers do. In conclusion, the conceptual model examines how the marketing actions affect sales performance through their differential impact on attitudinal metrics.

To better understand the actionable connection between marketing and financial performance through consumers mindsets, there are four important criteria: potential, stickiness, responsiveness, and conversion. The first metric is potential, and the central point of this metric is that of diminishing returns: the larger the remaining distance to the maximum level in that metric, the higher the impact potential. The second metric is stickiness, which is how long the marketing actions will stay in consumers’ minds and hearts. The third metric is responsiveness, which is, to what extent, the marketing actions affect consumers mindset. Finally, the last metric is conversion, or whether the marketing actions translate into sales or profit. These four metrics are brand health indicators that assess brand performance from a customer’s perspective and could be used to diagnose a decline in interest and thus provide management a chance for remedial action.