

Marketers, as the architects of perception, play a significant role. Their efforts and energy heavily influence this intangible yet measurable metric, which has a direct impact on revenue and reputation. The adage "Perception is Reality" holds more weight now than ever. Perception is a sentiment that, in affinity, has multiple emotional factors. It manifests as positive, front-of-mind, on-the-shortlist favoritism, either expressed or demonstrated.

Perception, in turn, influences affinity. Measuring affinity against marketing value areas can better tie measurable results back to programs and campaigns that target revenue, reputation, and retention. The measurement of affinity stems from brand storytelling, thought leadership, nurture programs, pull marketing, and the educational aspects of demand generation.