

INNOVATIONFORGE AI · CENTERBOARD PLATFORM

# KNOW WHAT'S HAPPENING TO YOUR BRAND — BEFORE IT'S A HEADLINE.

BrandX continuously scans 100+ public market, consumer, competitive, retail, scientific, and economic sources — collapsing the noise into the signals that matter, so your CMO and marketing team see brand wins and brand risks first, not last.

**100+**

SOURCES MONITORED CONTINUOUSLY

**Real-Time**

SIGNAL DETECTION

**9 Signals**

DECISION-READY CATEGORIES

**1% → 4-5%**

DECISION IMPROVEMENT COMPOUNDS  
INTO SALES GROWTH

## WHAT IS BRAND INTELLIGENCE?

Brand Intelligence goes beyond dashboards and reports. It continuously watches the outside world on your behalf — and tells you what it means for your brand, before it shows up in a quarterly review.

- Detect brand wins and emerging risks as they happen
- Surface competitive, cultural, and consumer shifts early
- Collapse fragmented signals into categories leadership can act on
- Give marketing teams first-mover advantage on brand response

## MOST PLATFORMS ANSWER

### What happened to our brand?

## BRANDX ANSWERS

### What's happening to our brand — right now?

By combining AI, continuous source monitoring, and decision-ready signal categories, BrandX gives marketing leadership the earliest possible view of brand wins and issues — ahead of competitors, press, and even internal reporting cycles.

## CORE CAPABILITIES



### Continuous Signal Monitoring

Scans 100+ market, consumer, competitive, retail, scientific, and economic sources around the clock.

- No manual research required
- Always-on coverage across categories



### Decision Signal Categories

Collapses raw noise into nine categories mapped directly to the brand decisions leadership actually makes.

- Signal, not noise
- Built around CMO priorities



### Early Warning Detection

Flags emerging brand wins and risks while there's still time to act on them.

- Surfaces issues before escalation
- Highlights momentum to capitalize on



### Unified Brand Intelligence Layer

Connects to existing research, social listening, and reporting tools without replacing them.

- Single view across fragmented tools
- Preserves existing workflows



### Opportunity & Risk Discovery

Proactively uncovers brand-building moments and reputational risks before they're widely known.

- Cultural & competitive shifts
- Category-level whitespace



### Executive Decision Support

Real-time visibility into brand health and signal trends for CMO and marketing leadership.

- Leadership-ready reporting
- Faster, earlier decision-making

## BUILT FOR

CMOs

Brand Marketing Teams

Consumer Insights

Communications & PR

Category & Portfolio Leads

Brand Managers

Marketing Operations

Executive Leadership

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