

Brand Demand Scan

Methodology Validation Report

Cross-case analysis — methodology and analytical method

Two levels — data and method

01

Data integrity

GSC export format consistency, query segmentation logic (branded vs non-branded), impression floor filter applied uniformly, and absence of structural anomalies that would indicate format-level data defects.

02

Analytical method

The three-layer diagnostic framework — Brand Dominance, Pipeline Leakage, and Untapped Potential — was assessed for internal coherence: do the three findings produced in each engagement logically cohere with each other, or do contradictions arise?

03

Cross-case consistency

The methodology was applied across multiple engagements spanning different industries, business models (B2B and B2C), geographies, and domain maturity levels. The structural diagnostic output was compared across cases.

04

Edge case handling

Cases at the extremes — pre-traction domains, persona-led brands, and a case with a confirmed data format error — were assessed to determine whether the methodology handles atypical inputs correctly or requires manual override.

Cross-case analysis against three criteria

Validation dataset

A set of completed Brand Demand Scans was used as the validation corpus. Each Scan had been produced following the standard delivery process, with the ≥ 10 impression filter applied to all query sets prior to analysis.

The dataset spans multiple industries, B2B and B2C business models, and domains at different stages of brand maturity — from pre-traction to established category presence.

One Scan had been excluded from delivery prior to this validation due to a confirmed GSC export format error. That case was retained in the validation corpus as a test of the method's ability to detect data quality failures.

01

Internal coherence

Do Brand Dominance, Pipeline Leakage, and Untapped Potential cohere within each case? Are contradictory finding combinations produced?

02

Cross-case structural consistency

Does the method produce the same structural diagnostic logic across different business models and industries, or does it require case-specific adaptation?

03

Edge case validity

Does the method produce correct output for atypical inputs, zero-click domains, persona-led brands, format errors without manual correction?

All three diagnostic findings are coherent in every engagement

100%

Of engagements

confirm a measurable gap between branded and category demand

8–78x

Ratio range

branded vs category demand ratio across the corpus

0

Coherence failures

no case produced internally contradictory findings

What the branded vs category demand gap confirms

The gap between branded and category demand is the primary empirical signal in the BDS framework. Its consistent presence across all engagements, regardless of industry, business model, geography, or domain size, confirms that Brand Dominance, Pipeline Leakage, and Untapped Potential are measuring a real structural phenomenon, not an artefact of data selection.

Branded queries reflect established intent. Category queries reflect latent demand not yet associated with a specific brand. The three-layer BDS output is a direct diagnostic reading of this structural relationship.

Three confirmations, two refinements

01 CONFIRMED

Three-layer framework is structurally coherent

Brand Dominance, Pipeline Leakage, and Untapped Potential produce logically consistent diagnoses in every engagement without exception. No contradictory finding combinations were observed.

02 CONFIRMED

Methodology is model-agnostic

B2B and B2C engagements produce structurally identical diagnostic outputs. The commercial context of the capture event differs; the measurement logic and the three diagnostic findings are structurally identical across models.

03 CONFIRMED

Edge cases are handled correctly

Pre-traction domains (zero-click output) and persona-led brands produce valid, interpretable diagnoses without manual override. The format error case was identified correctly by the method's own internal consistency.

04 REFINEMENT

Persona-brand query classification rule documented

Branded queries must include named individuals who publicly represent the organisation, not only the organisation name. Without this, Brand Dominance is underestimated in persona-led engagements.

05 REFINEMENT

Minimum query threshold established

Below 50 queries (post-filter), diagnostic depth is indicative only. 50–200 queries supports a standard BDS report. Above 200 queries enables full category segmentation with high-confidence findings.

The three findings every Brand Demand Scan produces simultaneously

BDS finding	Diagnostic condition	What it means commercially
Brand Dominance <i>High branded demand. Low category demand capture.</i>	The business converts well among those who already know it. The broader market does not associate the brand with the problem it solves. The constraint is category awareness, not conversion.	
Pipeline Leakage <i>Moderate branded presence. Large category demand gap.</i>	Demand exists in the market but is captured by competitors before brand consideration activates. The business appears in results but does not signal sufficient relevance at the moment of research.	
Untapped Potential <i>Low visibility across both branded and category demand.</i>	The business is largely absent from the market conversations that precede purchase decisions. No conversion or retention investment produces meaningful return until this is addressed.	

BDS methodology validated.

The Brand Demand Scan three-layer framework, Brand Dominance, Pipeline Leakage, and Untapped Potential produces structurally coherent, internally consistent, and cross-case replicable diagnostic outputs across all engagements reviewed.

The methodology is confirmed as model-agnostic: it applies equally to B2B and B2C, across industries and geographies, and handles edge cases correctly without manual intervention. Two methodological refinements have been documented and incorporated into the standard process.

Status

Validated — no structural defects identified in the analytical method or the three-layer diagnostic framework.

Next step

Two refinements incorporated into the methodology documentation. All future Scans apply updated persona-brand classification and query threshold guidance.