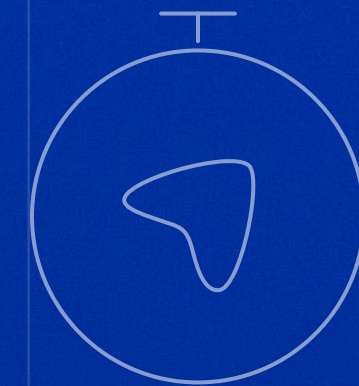


CATEGORY: PC & CONSUMER TECH

The Brand Intelligence Quadrant.


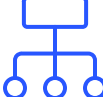




A weekly, category-level diagnostic
and compass for businesses

250,000+ data points.
500+ brands. 200+ sources.

Our Methodology

Brand Intelligence System

-  Monitors 200+ sources daily: from search signals to specialist communities.
-  Normalizes signals across brands using a consistent sectorial framework, not keyword volume or free inference.
-  Interprets signals through four scored pillars: Reputation, Relevance, Interactions, and Backend, mapped to two axes: Brand Authority and Market Presence.
-  Produces one clear read on where a brand stands and what leadership should do next.

Disclosure

The Quadrant is informed by continuous large-scale data collection and proprietary analytical modeling. Hatch Omni's framework applies expert-defined weighting and normalization models developed from decades of category leadership experience. This process delivers quantifiable comparability, and consistent evaluation of brand performance across sentiment, positioning, presence, authority, and overall brand efficacy. Daily ingestion of millions of new data points maintains both real-time accuracy and historical tracking across all measured pillars.

The Quadrant Framework

Each report is built on a two-axis framework

Market Presence Score (X-Axis)

What real people see and feel: content clarity, engagement, community, and narrative consistency.

Brand Authority Score (Y-Axis)

What AI systems and institutions actually perceive: SEO structure, PR citations, domain authority, and institutional trust signals.

Data Collection

The system continuously monitors 200+ sources selected for sectorial relevance and recency.

Source types include:

- Industry and trade publications
- News outlets and editorial content
- Search and keyword signals
- Social platforms and community forums
- Early adopter and specialist communities
- Sector reports and institutional references

Signal Interpretation

Raw signals are not taken **at face value**. The model identifies current trends (present, stable, widely adopted) separately from emerging trends (early signals, growing in niche communities, not yet consolidated).

A trend is considered **emerging** when it shows recent growth in mentions, repetition across independent sources, and adoption by relevant early actors, but has not yet reached broad market consolidation. The model functions as a synthesis layer. It interprets signals; it does not replace data quality.



Best business process automation to1...



top ten safest cars



What brands are actually good for sensitive skin?



Best skincare routine for acne-pr



Category Quadrant





The Quadrant identifies where competitive ground is undefended and where category position is at risk, before the market makes the shift visible.

How to read it

X-axis (Market Presence Score): how strongly does this brand show up in the market? Content, engagement, community, narrative. What people see.

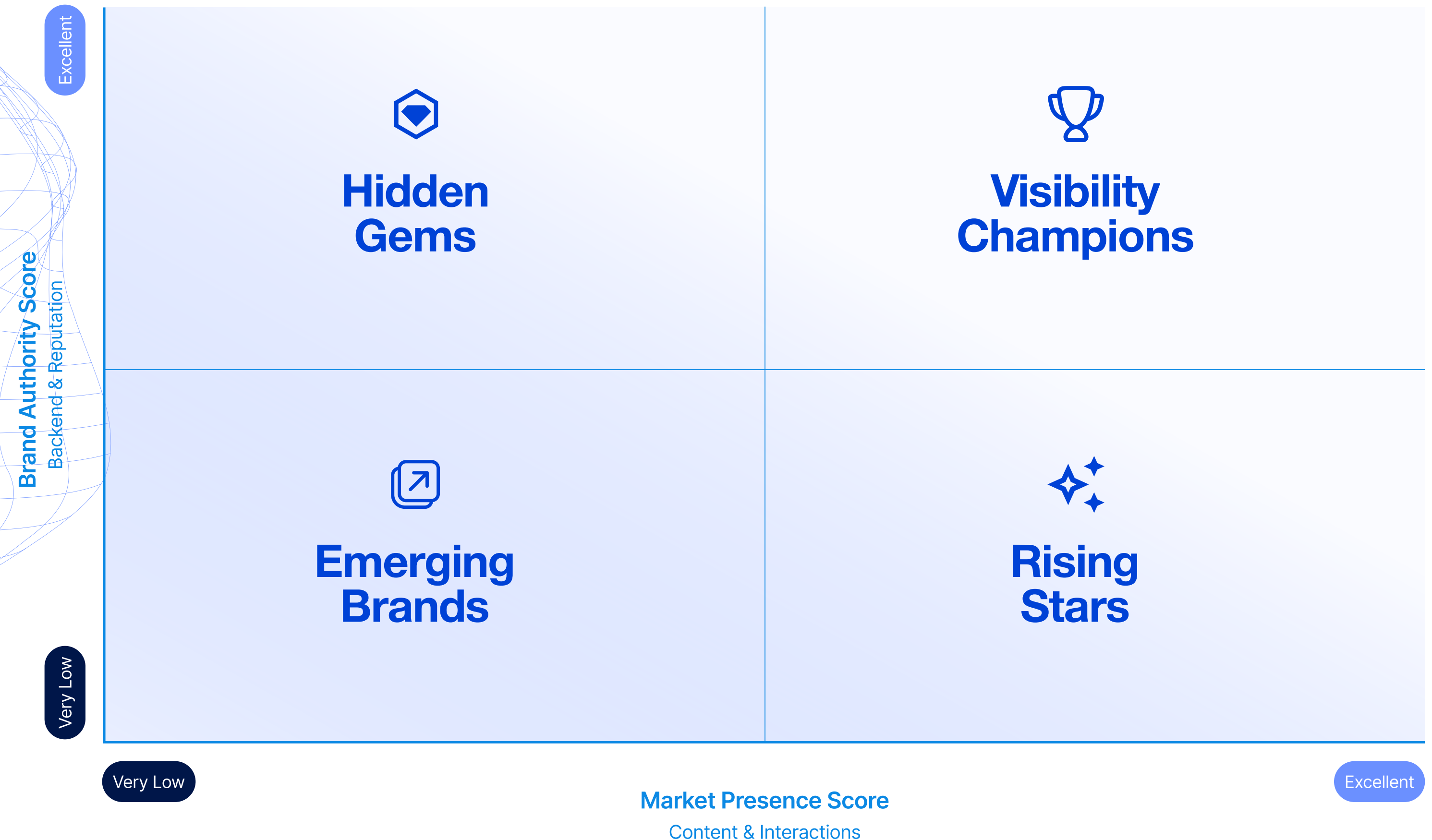
Y-axis (Brand Authority Score): how credible is this brand behind the scenes? Reputation, structure, institutional trust. What AI systems perceive.

The four positions

-  **Visibility Champions:** strong on both axes. Position is aligned and compounding.
-  **Hidden Gems:** strong Authority, lower Presence. Foundation is solid; activation is the gap.
-  **Rising Stars:** strong Presence, lower Authority. Visibility is working; structure needs to catch up.
-  **Emerging Brands:** earlier across both. Direction of movement matters most.

Each week, HatchOmni AI publishes a category-level diagnostic. This report is a lite version. A more robust version of this report is also published once monthly with an in-depth analysis of a category-specific HatchOmni AI Quadrant.

Brand Intelligence Quadrant



Key Observations from the Quadrant

The following observations highlight how leading brands in this category are currently positioned, based on their Brand Intelligence signals and relative balance between activation and foundation.



About the category: PC & Consumer Tech

One of the most competitive and fast-moving categories, with established giants and aggressive challengers vying for visibility. Consumer expectations shift quickly across product lines making relevance harder to hold than to earn. The category rewards brands that can maintain authority across multiple subcategories simultaneously, not just dominate one.

Apple

Business Intelligence Score: 8.1

The strongest score in the set, and the data backs it up — reputation, relevance, and backend are all operating at an elite level across laptops and tablets. Interactions is the only pillar with room to grow, and home Wi-Fi routers are the one category where the brand doesn't lead.

Dell

Business Intelligence Score: 7.4

Reputation and relevance are genuinely strong, particularly in thin and light laptops and business categories where the brand consistently ranks at the top with positive sentiment. Gaming and sustainability read as neutral, and community engagement is where the brand has the most ground to make up.

HP

Business Intelligence Score: 7.0

Reputation and relevance are solid, particularly in enterprise networking and professional laptops where visibility is very high and sentiment is positive. Community trust and channel partner engagement are clear weak spots, with negative sentiment pulling down what is otherwise a credible B2B position.

From Category Insight to Brand Direction

Knowing your position is the first step.
Knowing your direction is
what drives growth.

In a **30-minute conversation**, we can assess where your brand stands in this quadrant and identify your highest-impact growth opportunities.

If you'd like to understand your Brand Intelligence position, and where to move next

LET'S TALK.



TRY HATCHOMNI