

Tracksuit

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Info pack

brand tracking

Why brand
tracking?

What gets measured,
gets managed.

Brand works like compounding interest, but only if you can see it building.

Most teams have no way to see that happening. They can tell you what sold last month, but not whether the brand behind it is getting stronger or quietly losing ground.

Left unmeasured, this shows up as:

- No visibility into brand equity, growing or eroding
- No baseline to test investment against
- No early warning when perceptions slip

Brand tracking gives you that visibility.

“ Companies without a strong brand eventually exhaust their existing demand, and because they haven’t created any future demand by growing their awareness, their success plateaus.”

Sick of the status quo? Us too.

The Old Way

- Annual dips with a \$100k+ price tag
- Static PDF reports delivered once a year
- Hard to share, harder to explain
- Owned by insights, locked away
- Dense data, zero direction

With Tracksuit

- Affordable brand tracking starting at \$19.5k
- Always-on dashboard so you're never flying blind
- Easy-to-copy charts and text for reporting
- Self-serve access for the whole marketing team
- Beautiful, intuitive visuals with built-in clarity

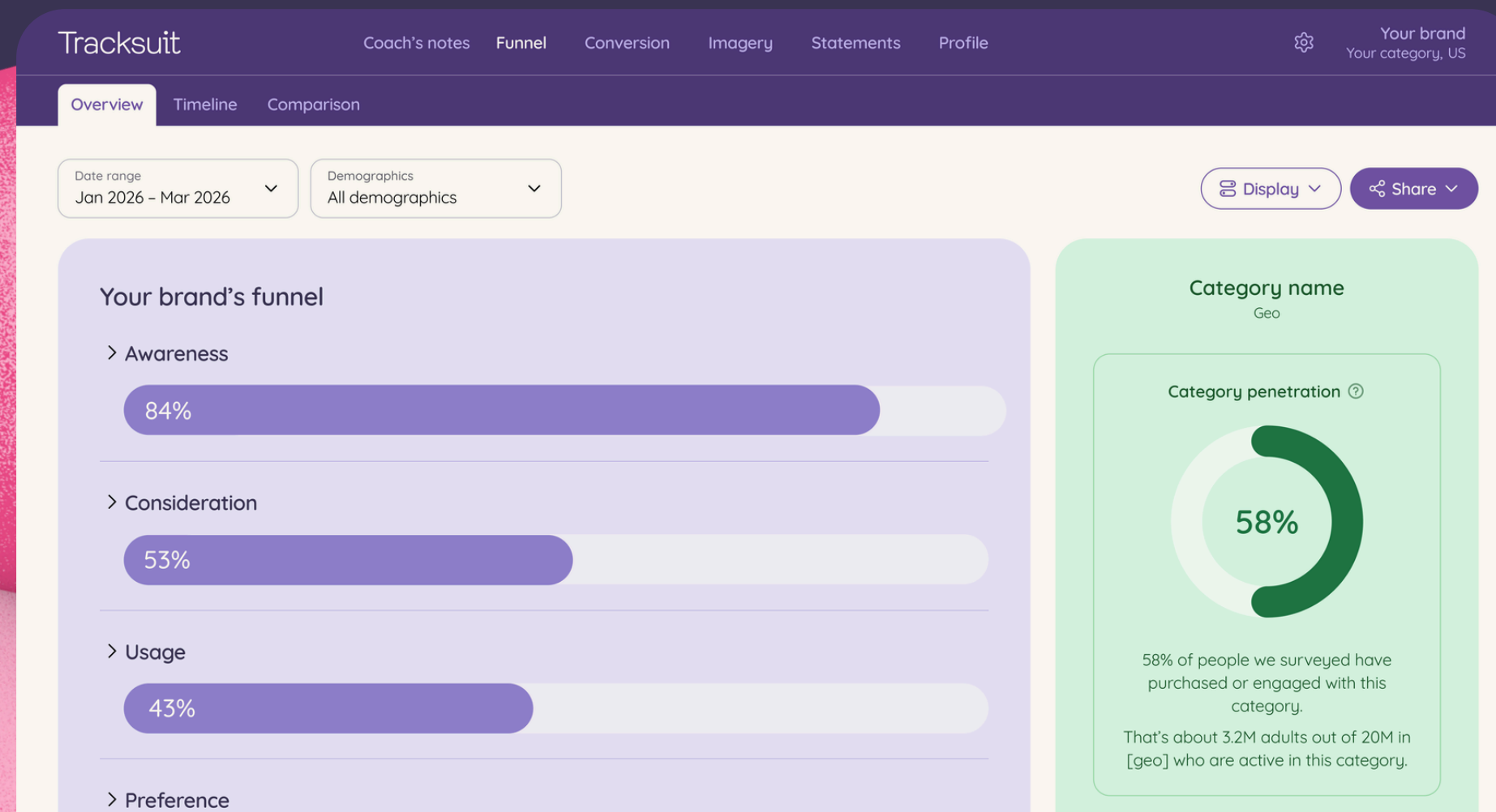
What is
Tracksuit?

Always-on brand tracking, built for marketers and agencies

Tracksuit

Tracksuit helps you prove great brands build great businesses

We've reimaged brand tracking for today's brands. Easily track awareness, consideration, preference and brand associations, and compare results against competitors over time. The result: you can measure, understand and communicate the value of brand.



DOORDA

TURO

TheRealReal

Microsoft

STEVE MADDEN

myfitnesspal

Uber Eats

SOUNDCLOUD

koala

ALLPRESS
ESPRESSO

Who Tracksuit works with

Trusted by marketing leaders at modern consumer brands like:

koala

frank body



MILKRUN

dermalogica

pic's

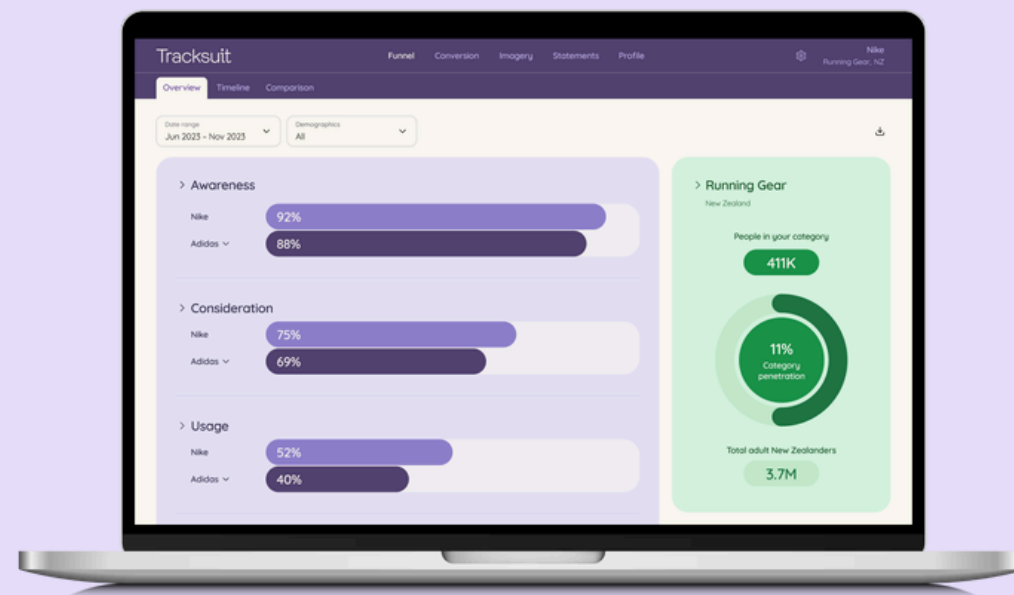
Uber Eats



“Tracksuit is the most user friendly brand tracking.
It is designed for the marketer.”

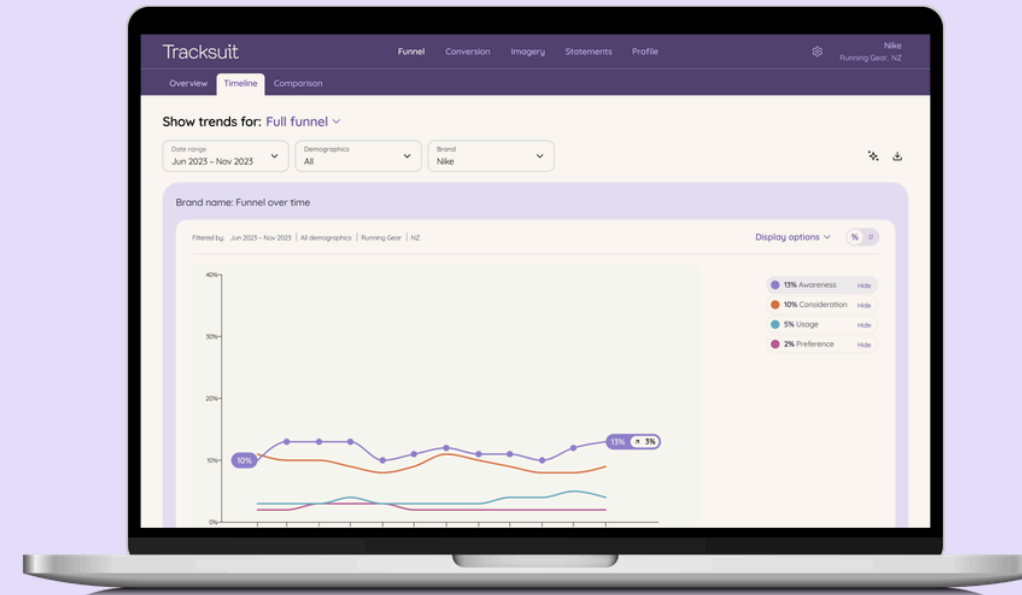
Alexandra Peek, Chief Marketing Officer
Bondi Sands

Core Tracksuit features



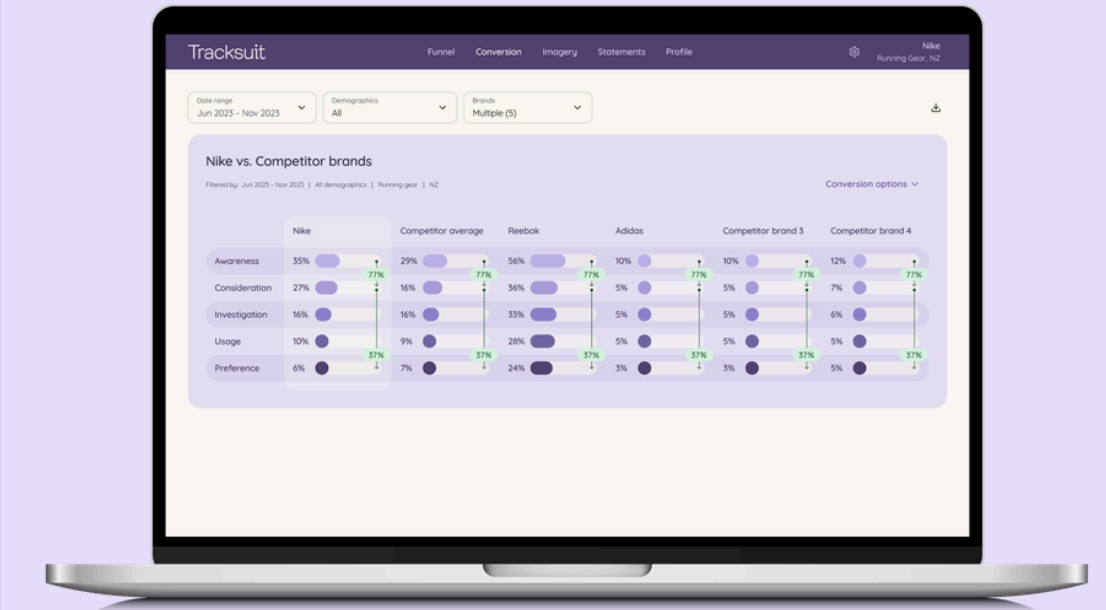
Funnel Overview

- Track the size and growth of your total addressable market.
- Get an easy view of key brand health metrics, relative to your competitors.
- Use this to inform decisions and prove ROI of brand marketing.



Funnel Timeline & Comparison

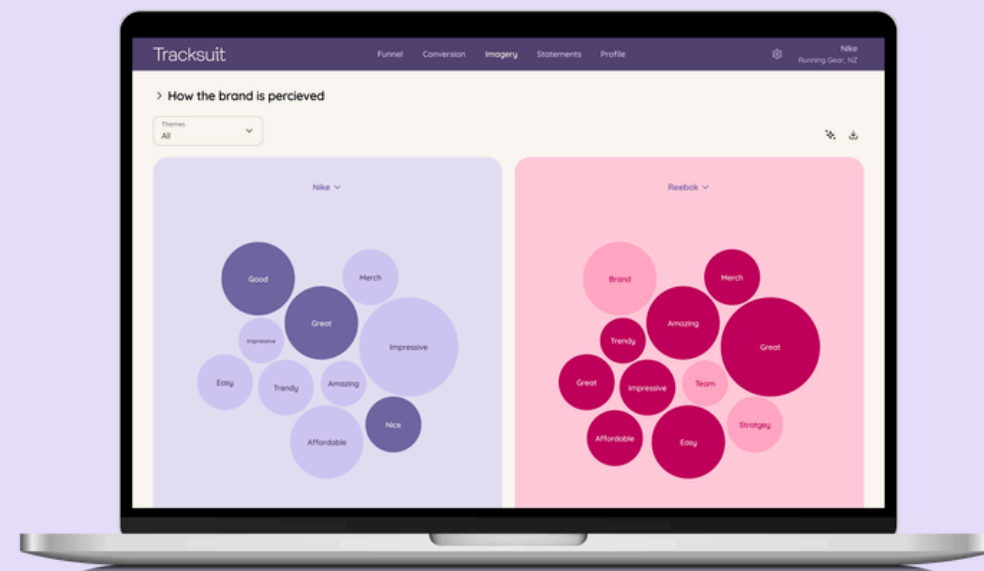
- Visualise how brand health metrics are trending for your brand and competitors over time.
- See how this changes for different demographic groups.
- Overlay campaign activity and macro events as milestones.



Conversion

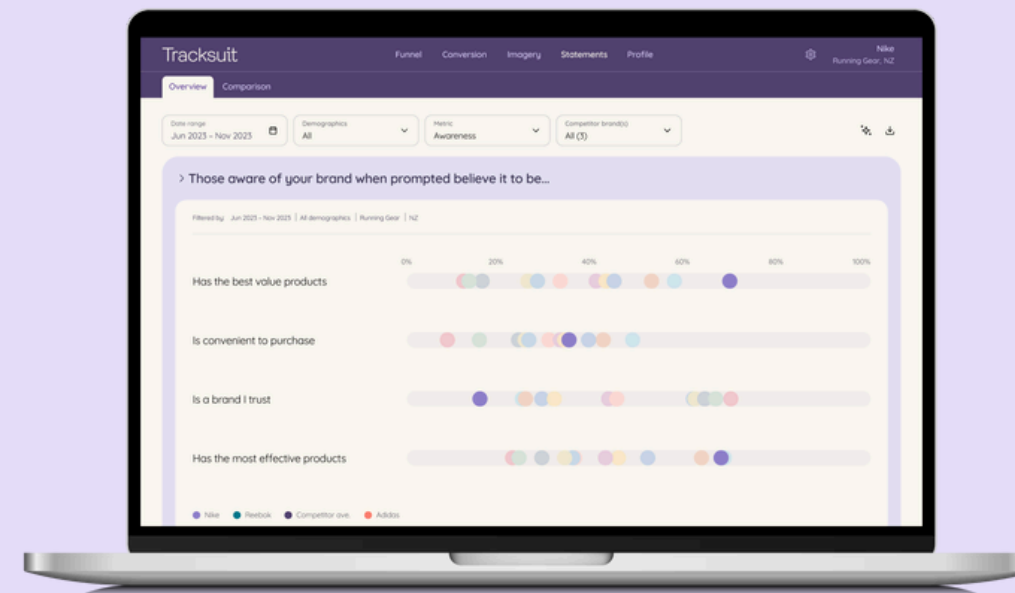
- See your conversion rates from one funnel stage to the next.
- Compare this with your competitors in an easy side-by-side view.
- Identify where you're losing people in the marketing journey and set strategies accordingly.

Core Tracksuit features



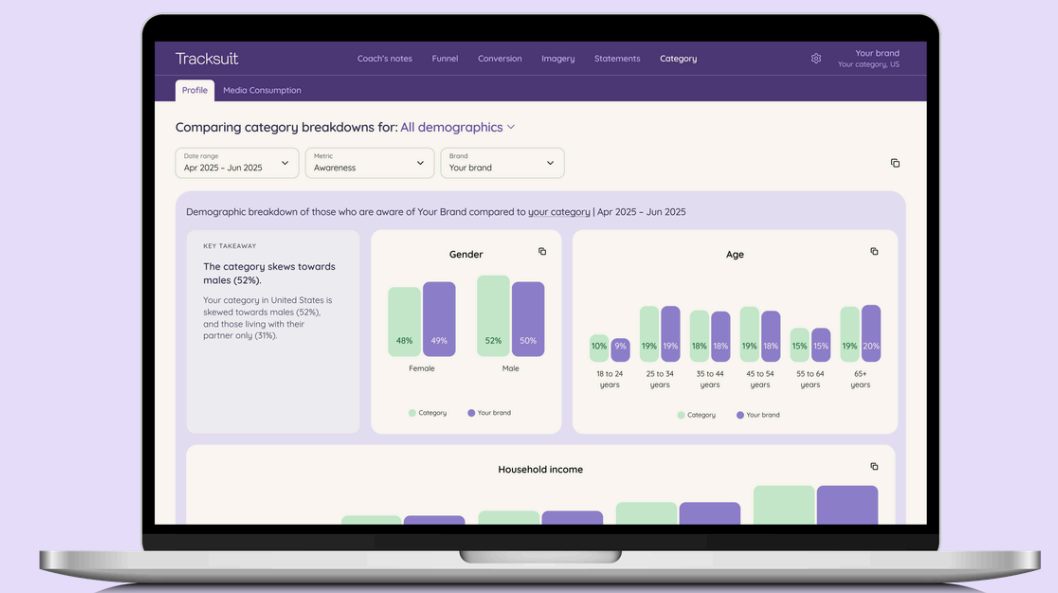
Brand Imagery

- Understand how people perceive your brand and competitors through unprompted word associations.
- Identify themes that are unique to your brand, or common across others in your category.
- Learn which messaging resonates with consumers.



Statements Overview

- See how you stack up on key attributes for your category, such as being ethical, sustainable or premium.
- Track these brand attributes against your competitors.
- See what attributes resonate for different demographic groups.



Category Profile

- Understand who you're trying to reach.
- Spot growth gaps or double down.
- Match creative to your market.
- Plan smarter launches.

Additional modules



Category behavior

When you're building strategy without knowing what drives consumer purchasing decisions

Sub category

Understand which product types or sub-categories consumers buy in your category

Category purchase frequency

Track how often people buy to understand brand health among different segments

Place of purchase

Track where category buyers shop (online/offline, channels and retailers)



Brand activity

When you're making media buying decisions without knowing which channels drive brand outcomes

Recent brand activity recall

Assess if those aware of your brand are noticing your recent marketing efforts

Recent sources of awareness

Pinpoint the channels where consumers have recently seen your brand

Unaided/Unprompted awareness

Measure which brands in your category consumers recall without any prompting.

Double Indexing Statements

Measure which brand attributes your brand truly owns, not just where it scores well.



Audience targeting

When you're trying to identify growth opportunities without knowing the best segments to go after

Custom demographics

Segment by demographic, lifestyle, purchasing or segmentation traits

NPS

Measure how likely customers are to recommend your brand and why.

Knowledge

Measure what brand-aware consumers know and think about your brand.

How to win with Tracksuit

Draw a line in the sand

Measuring how people perceive your brand over time

Evaluate current positioning

Understand where you stand compared to competitors

Inform strategy

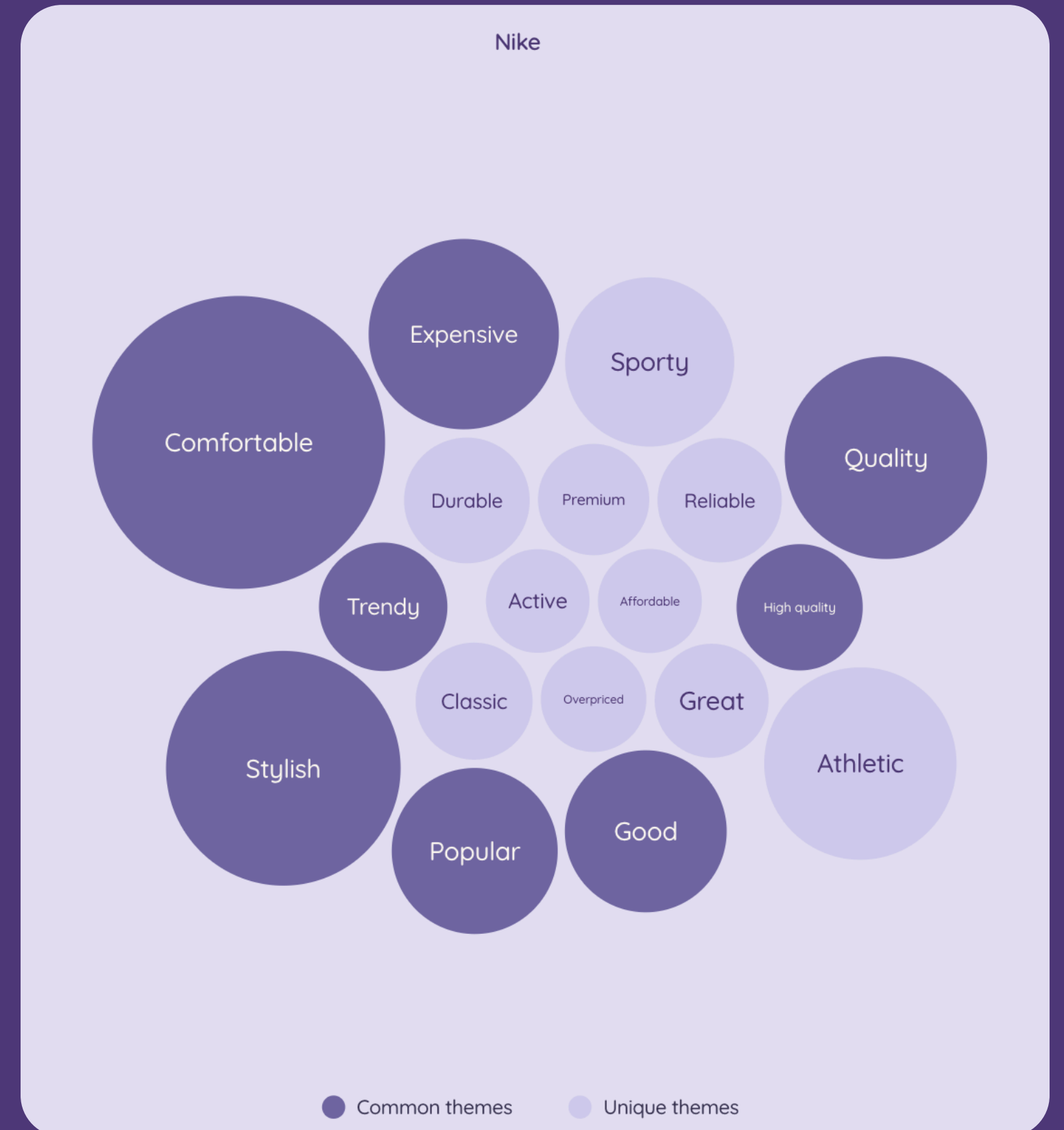
Make data-driven decisions with confidence

Measure

Light-touch, easy-to-digest dashboards built for marketers and strategic planning

Connect to your reporting

Integrate our brand data via API into your reporting systems for deep analysis



Methodology

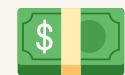
Everyday, Tracksuit surveys real-life humans to measure and understand your brand health.



We partner with the world's largest panel provider that connects us to 62 million humans in 45 countries.



The survey is done on a nationally representative sample based on age, gender and region and then weighted to the latest census population counts.



We qualify survey respondents into the category based on a purchase behaviour.



We commit to 2,400 qualified survey respondents annually across ANZ and 4,000 in US, UK & Canada.



This sample size give us a margin of error of 3.9% at a confidence level of 95% - following the global standard for enterprise brand tracking.



Your Tracksuit dashboard is made up of a rolling average of three months, which includes at least 600 responses (via API you get access to custom rolling averages between 1 month to 12 months)



We have a skilled team of brilliant minds such as researchers, data experts, and product engineers.

What to expect

Timelines

From signed contract to survey launch takes around 4 weeks, with dashboard access and onboarding 1 month later.

Pricing

Pricing starts from \$19,500 per year including:

- Always-on surveying with monthly data updates (2,400+ consumers active in your category annually) for one brand category
- Full dashboard access for your whole team and agency, unlimited seats
- Funnel metrics, imagery, statements

Servicing and support

Dedicated customer success manager (Brand Champion) to ensure you're maximising value

Thank you!

gotracksuit.com