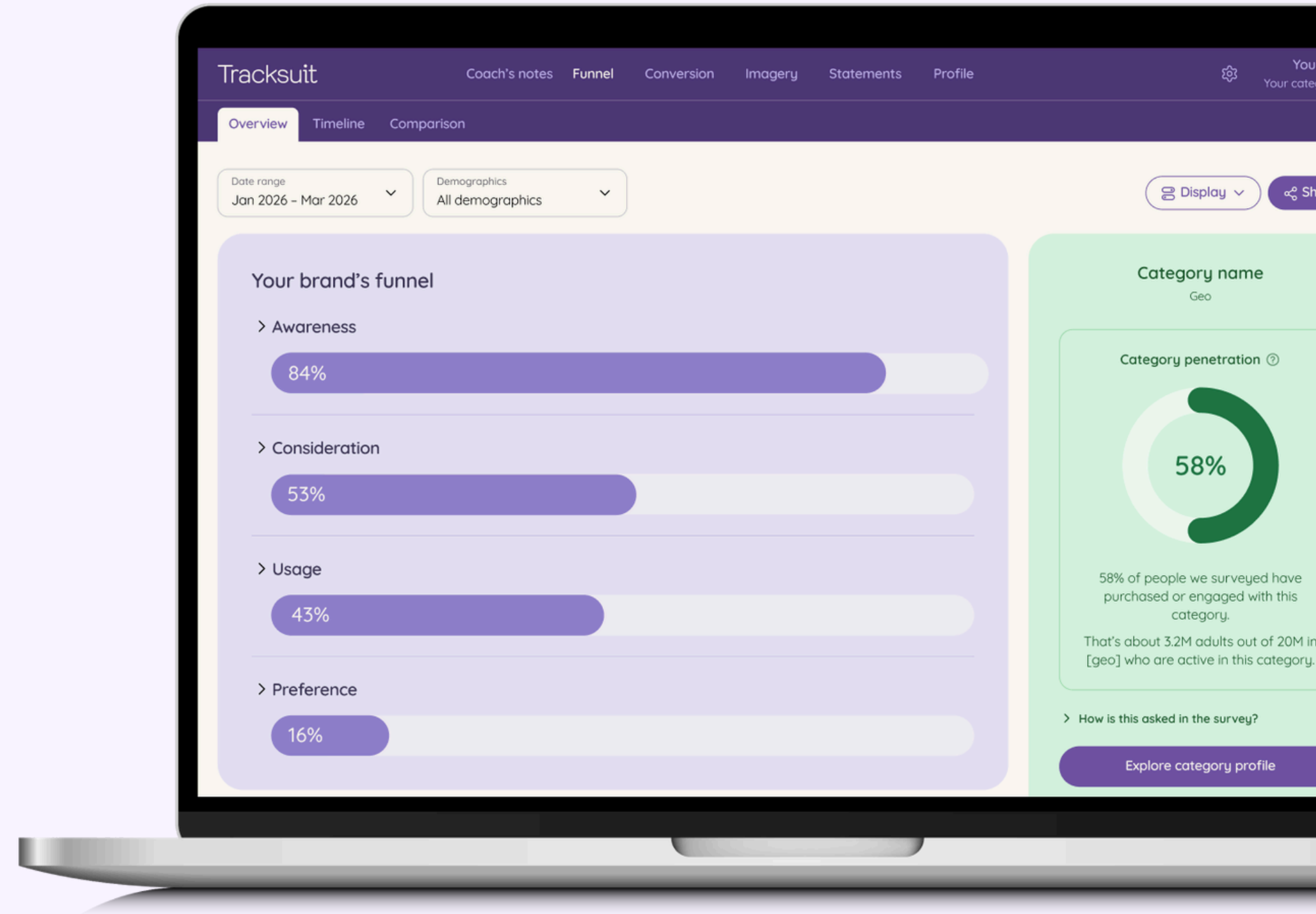


# Inside Tracksuit

Core Insight

# Funnel Overview

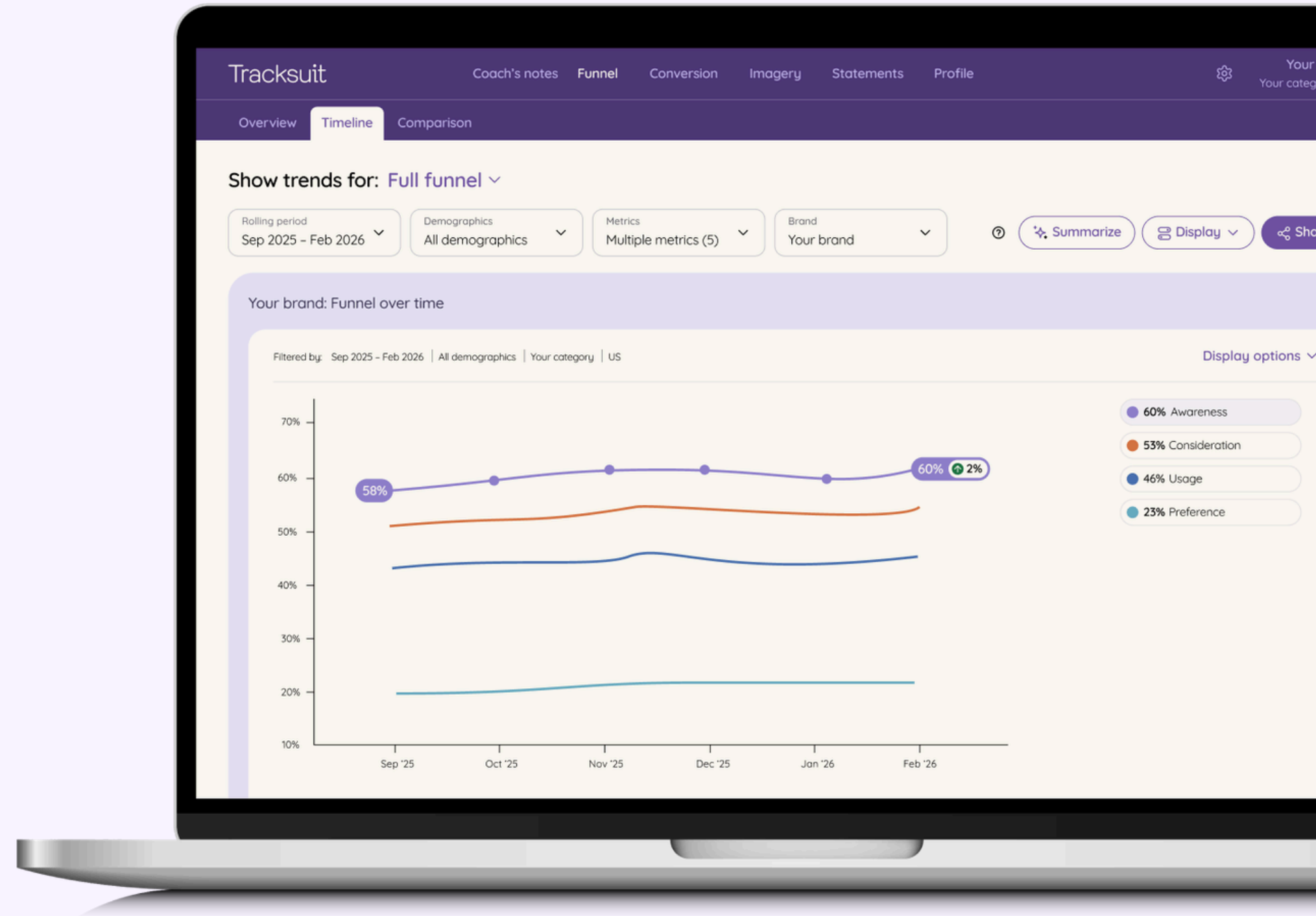
- ✓ Track the size and growth of your total addressable market.
- ✓ Get an easy view of key brand health metrics, relative to your competitors.
- ✓ Use this to prove ROI on brand marketing to management and stakeholders.



Core Insight

# Funnel Timeline

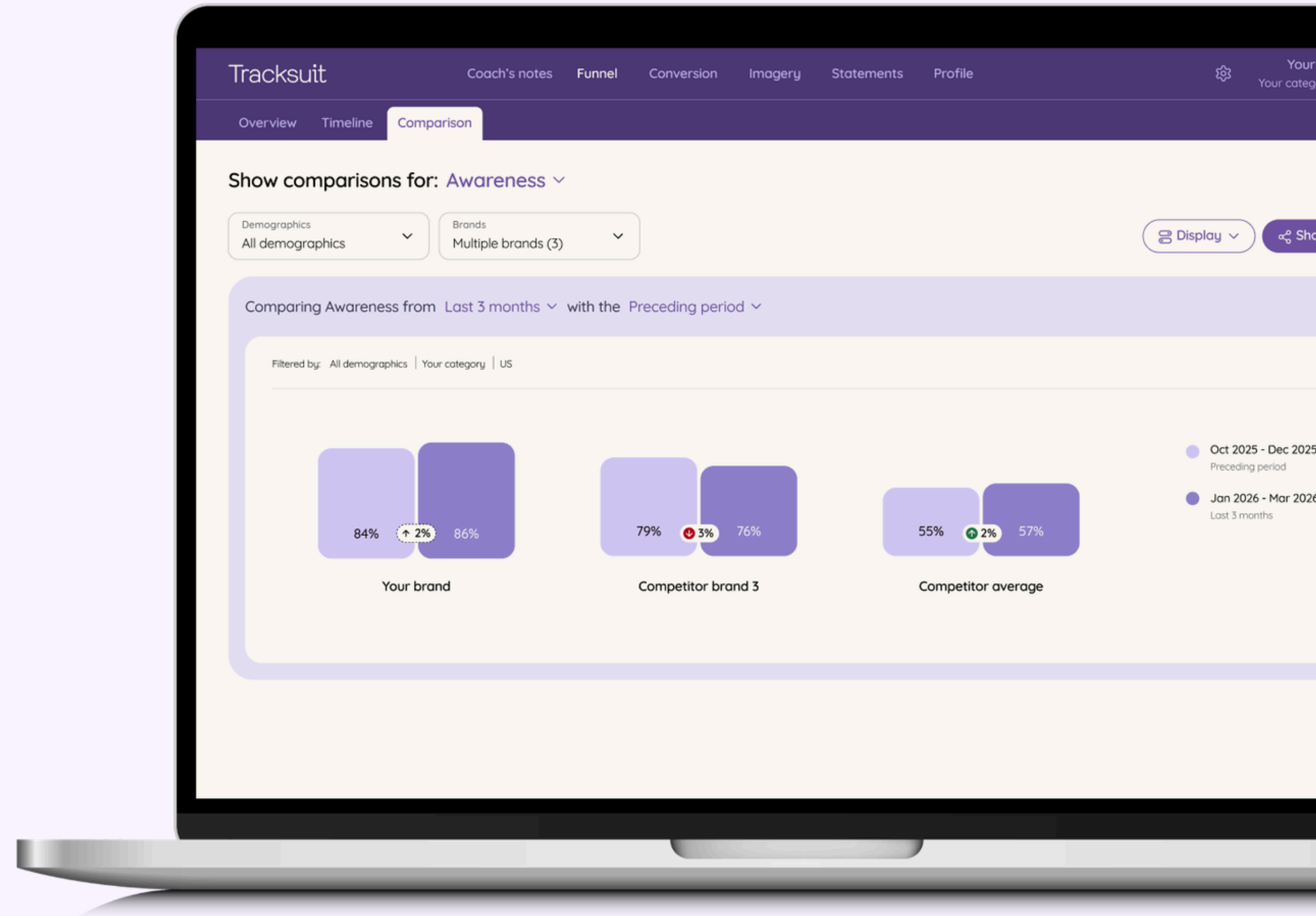
- ✓ Visualise how brand health metrics are trending over time for your brand and competitors.
- ✓ See how this changes for different demographic groups.
- ✓ Overlay campaign activity and macro events.



Core Insight

# Funnel Comparison

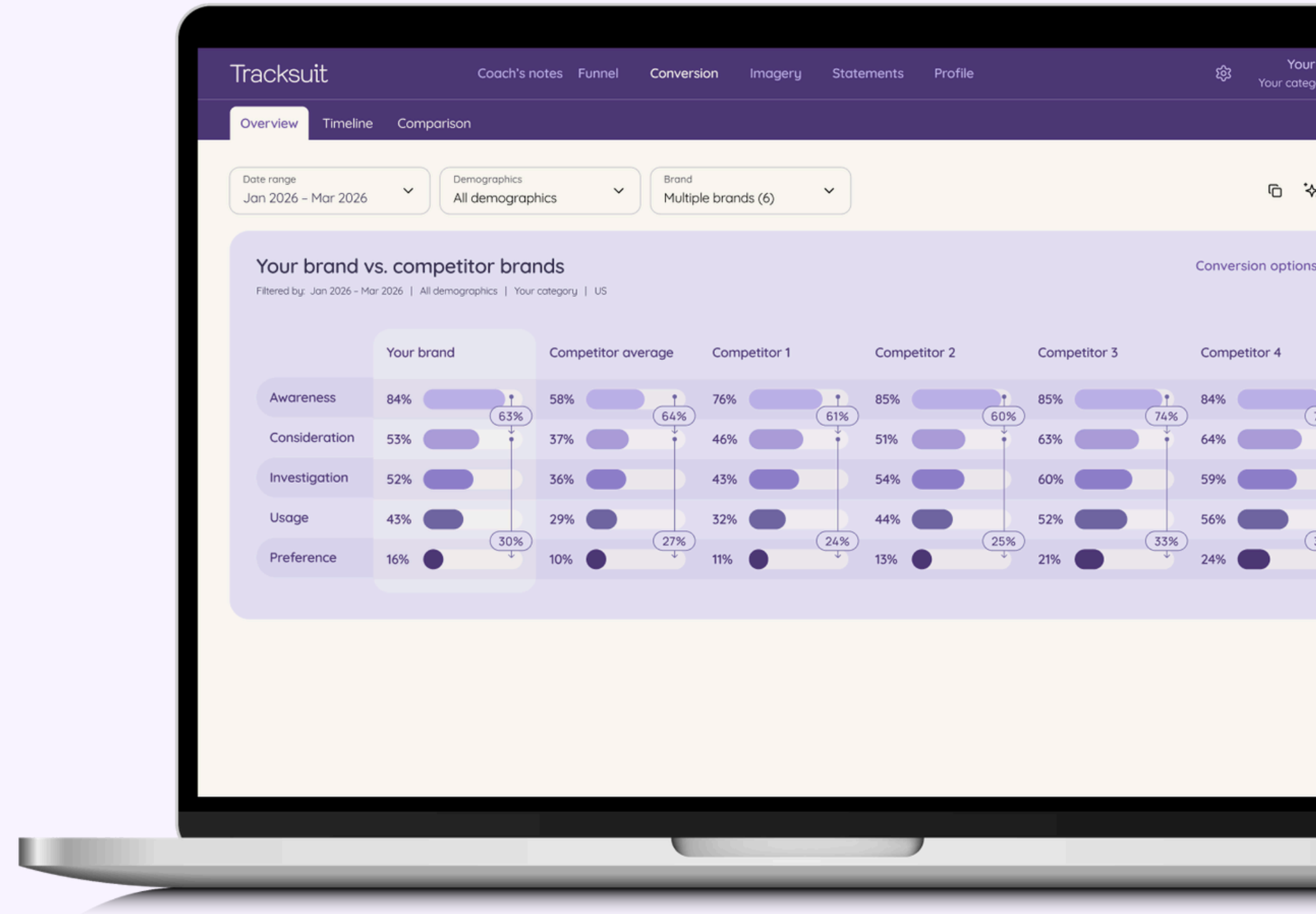
- ✓ Compare brand health metrics between time periods in a side-by-side view for your brand and competitors.
- ✓ Identify the demographic groups your brand is resonating with more than your competitors.



## Core Insight

# Conversion

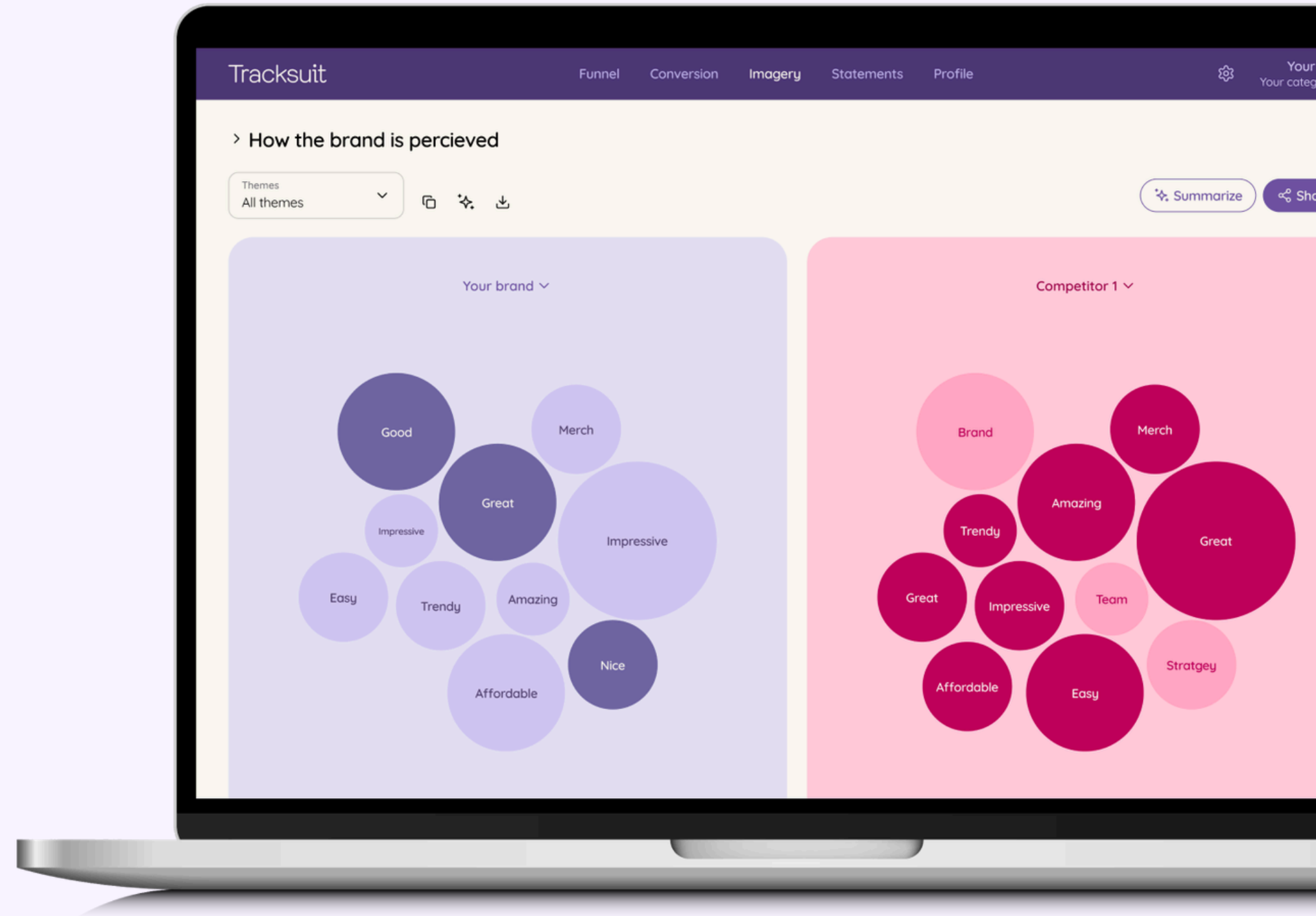
- ✓ See your conversion rates from one funnel stage to the next.
- ✓ Compare this with your competitors in an easy side-by-side view.
- ✓ Identify where you're losing people in the marketing journey and set strategies accordingly.



Core Insight

# Brand Imagery

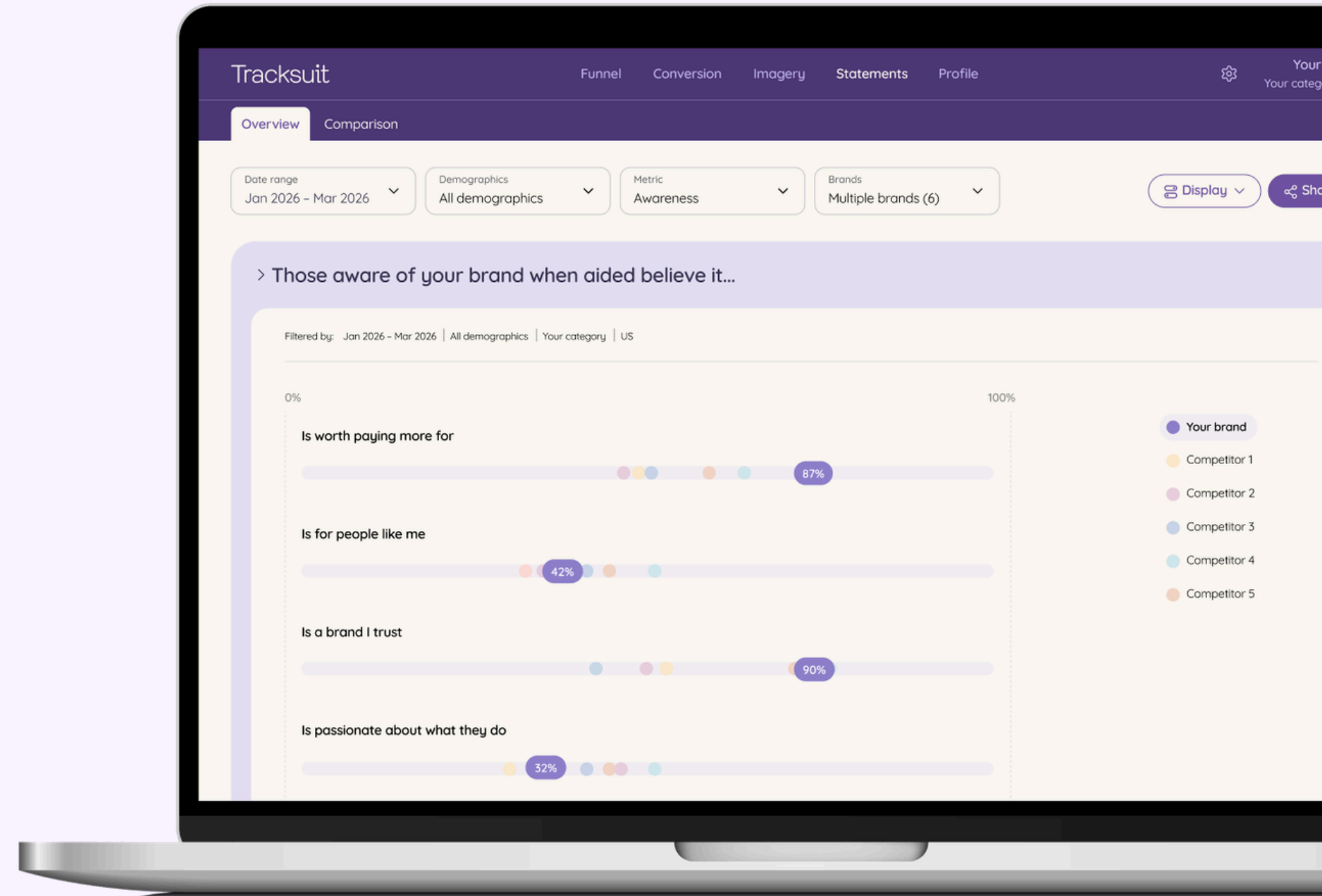
- ✓ Understand how people perceive your brand and competitors through unaided or top of mind word associations.
- ✓ Identify themes that are unique to your brand, or common across others in your category.
- ✓ Learn which messaging resonates with consumers.



Core Insight

# Statements Overview

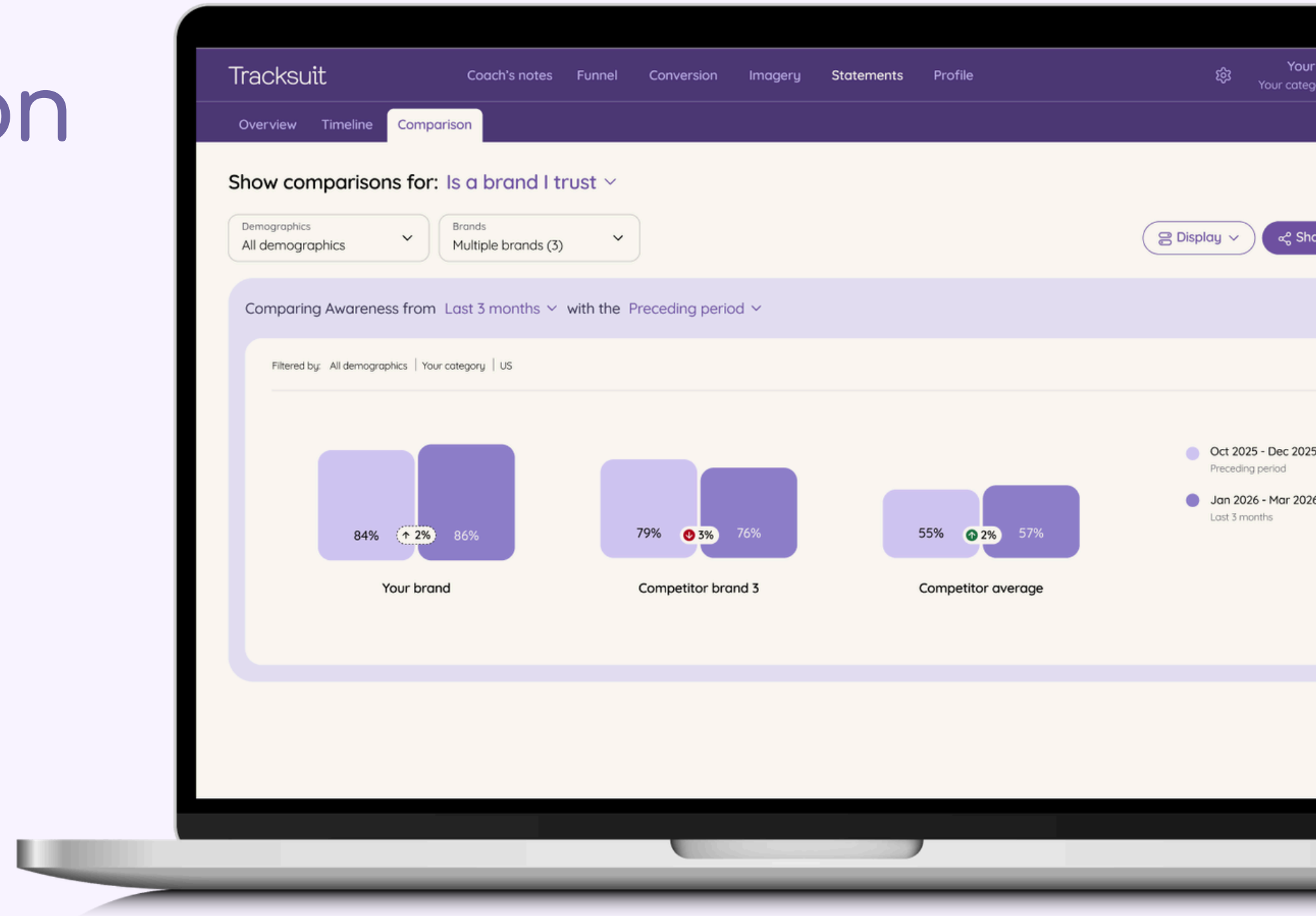
- ✓ See how you stack up on key attributes for your category, such as being ethical, sustainable or premium.
- ✓ Track these brand attributes against your competitors.
- ✓ See what attributes resonate for different demographic groups.



Core Insight

# Statements Comparison

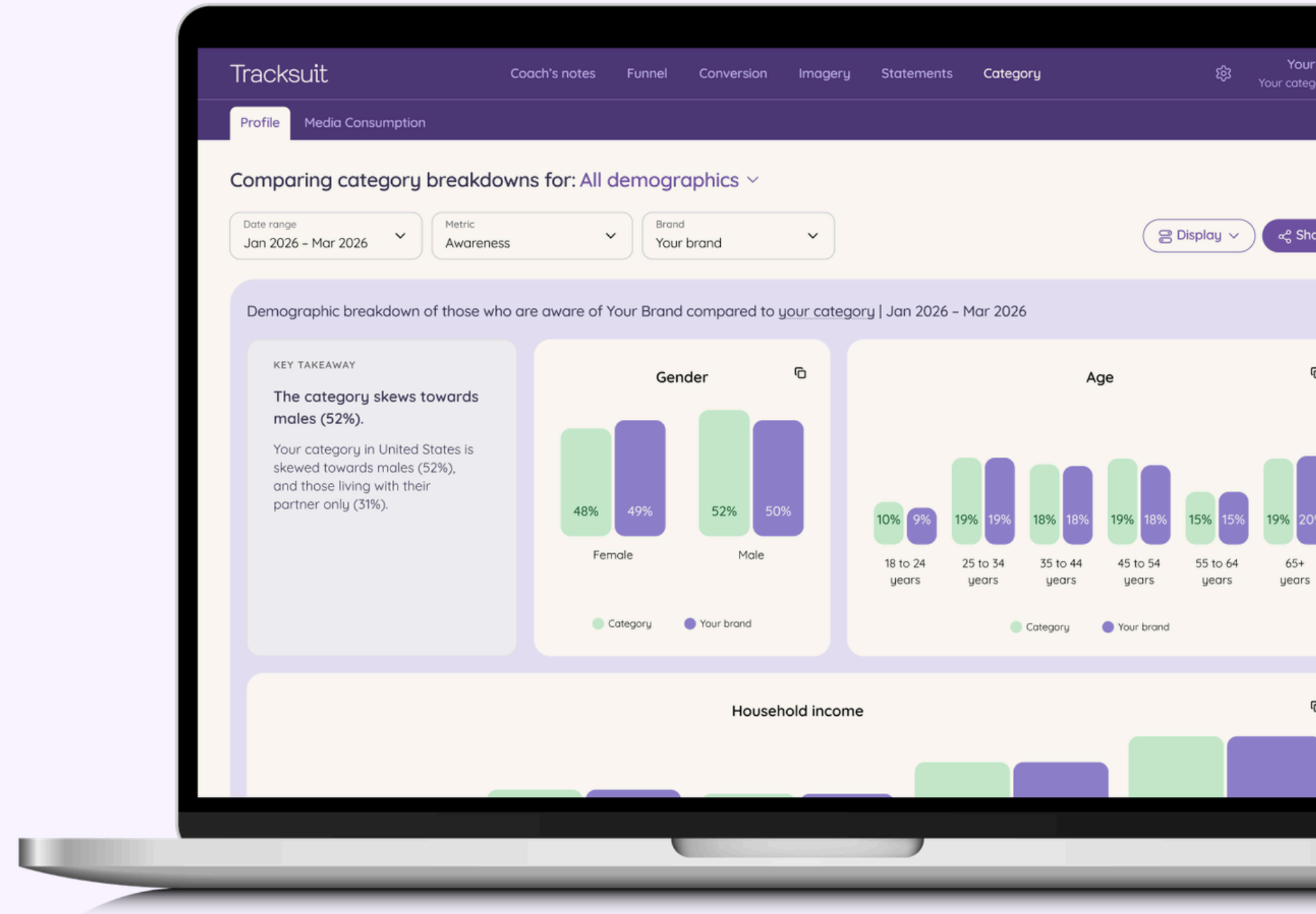
- ✔ Compare key brand attributes between time periods in a side-by-side view for your brand and competitors.
- ✔ See what attributes resonate depending on funnel stage.
- ✔ Identify the brand attributes that resonate with particular demographic groups.



## Core Insight

# Category Profile

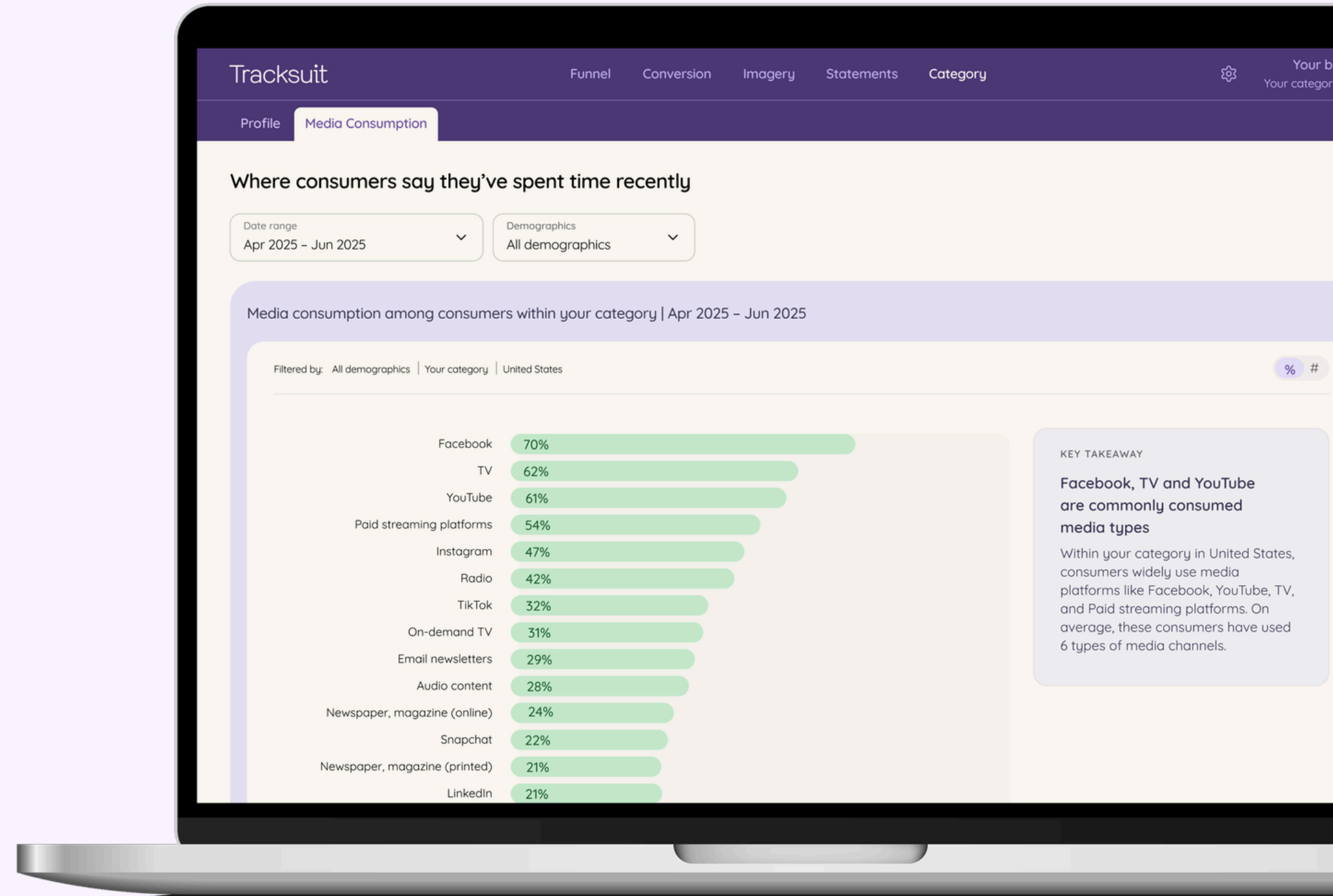
- ✔ Measure how brand health differs across age groups, genders, regions, household status, income levels, and ethnicity.
- ✔ Compare this to competitors in a side-by-side view.
- ✔ Know who to target with focused marketing efforts.



Core Insight

# Media Consumption

- ✓ See which channels your category consumers are most active on, from social platforms to podcasts to TV.
- ✓ Filter by demographic segment to build a more targeted, audience-specific media mix.
- ✓ Track shifts in media consumption over time to keep your strategy ahead of where attention is moving.



Sub-category

Tracksuit

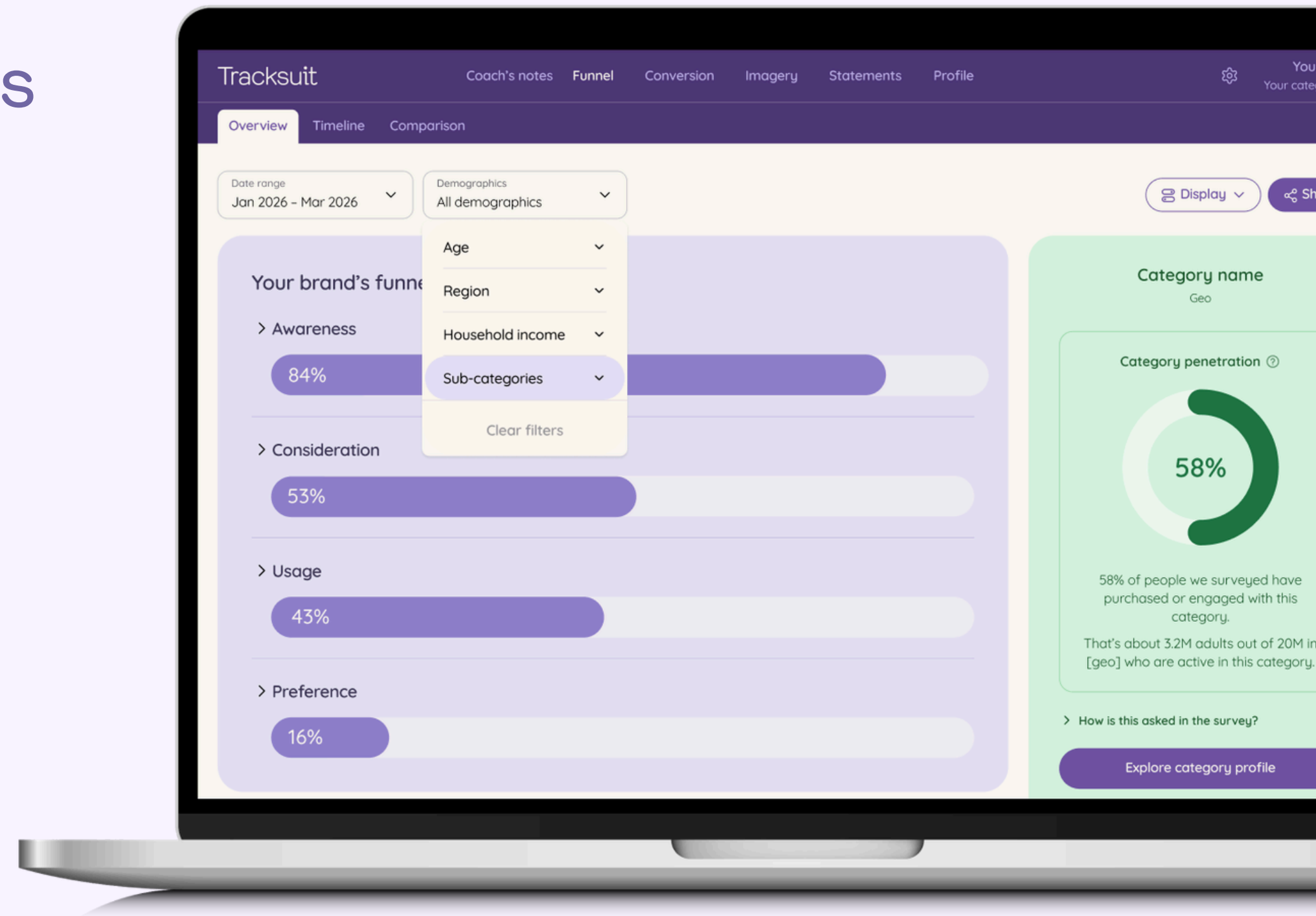
## Expansion Insight

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

### WHY THIS METRIC MATTERS

Knowing where your brand competes and where growth opportunities exist is key to staying relevant and expanding market share.

This data provides answers to questions like “Where are the gaps in my portfolio?” and “How is my brand performing across sub-categories?”



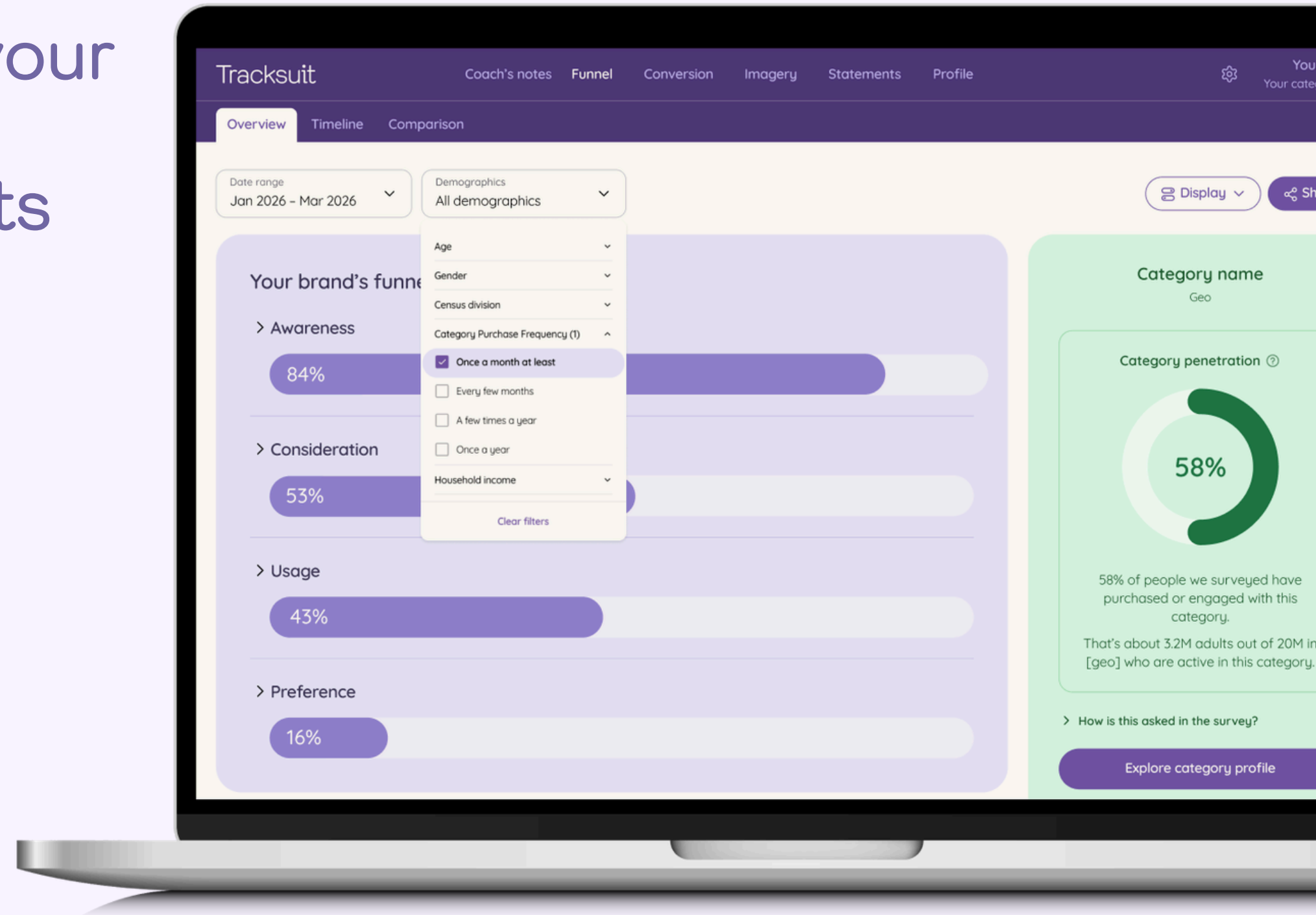
Expansion Insight

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

WHY THIS METRIC MATTERS

Building awareness with light and non-buyers drives brand growth. Plus, heavy buyers have higher awareness and consideration due to their category interaction – filtering by purchase frequency gives a clear read on brand health.

This data provides answers to questions like “Is my brand built on a few heavy buyers?” and “How does brand my health differ across buyer segments?”



Place of purchase (online/offline)

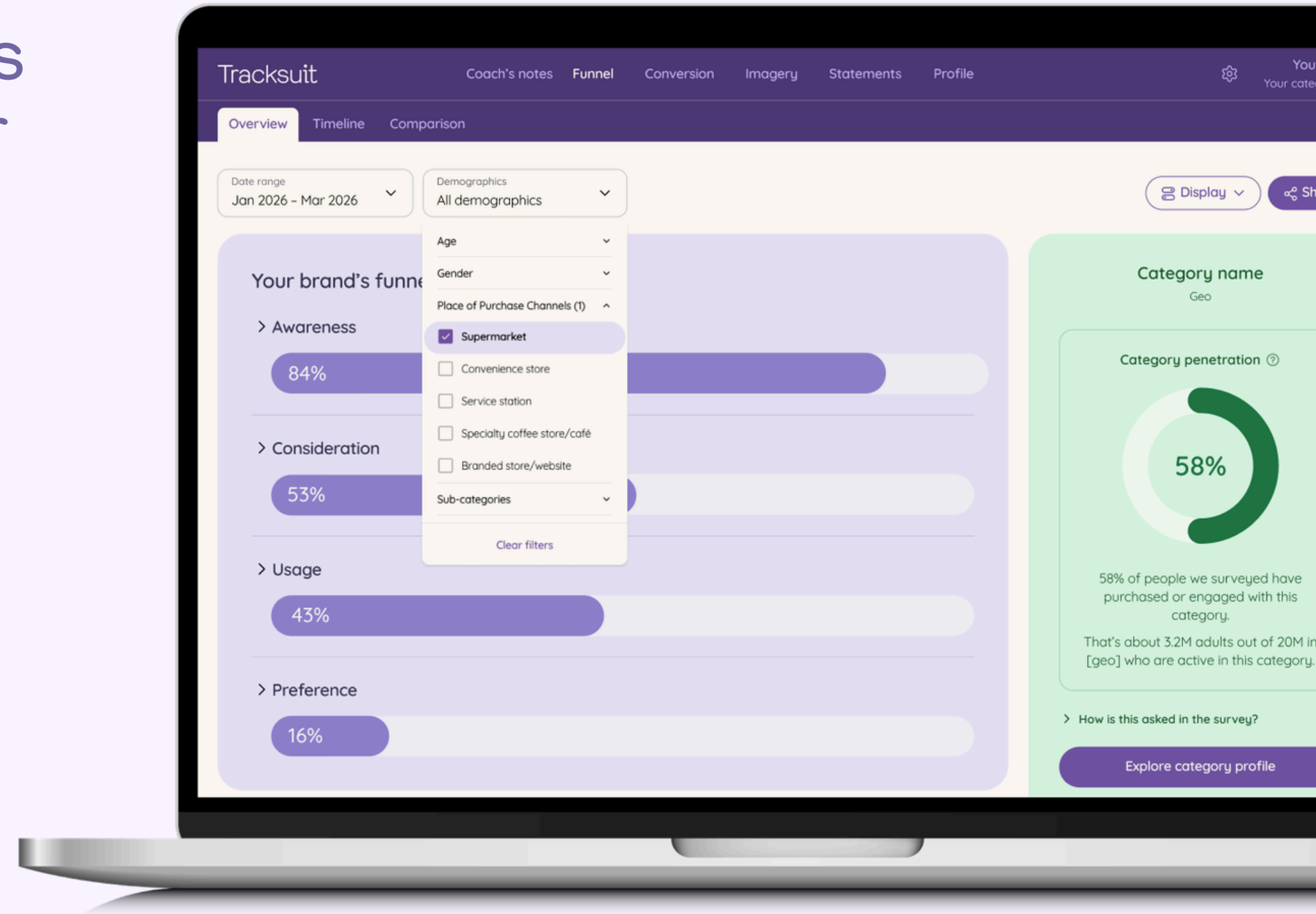
Tracksuit

## Expansion Insight

Tracks where category shoppers typically buy: online, in-store, or both

### WHY THIS METRIC MATTERS

Presence drives purchase - if you're not available where shoppers buy, brand preference won't translate into sales. This data provides answers to questions like “Where do people prefer to shop?” and “How is shopping behaviour changing?”



Place of purchase (channel or retailer)

Tracksuit

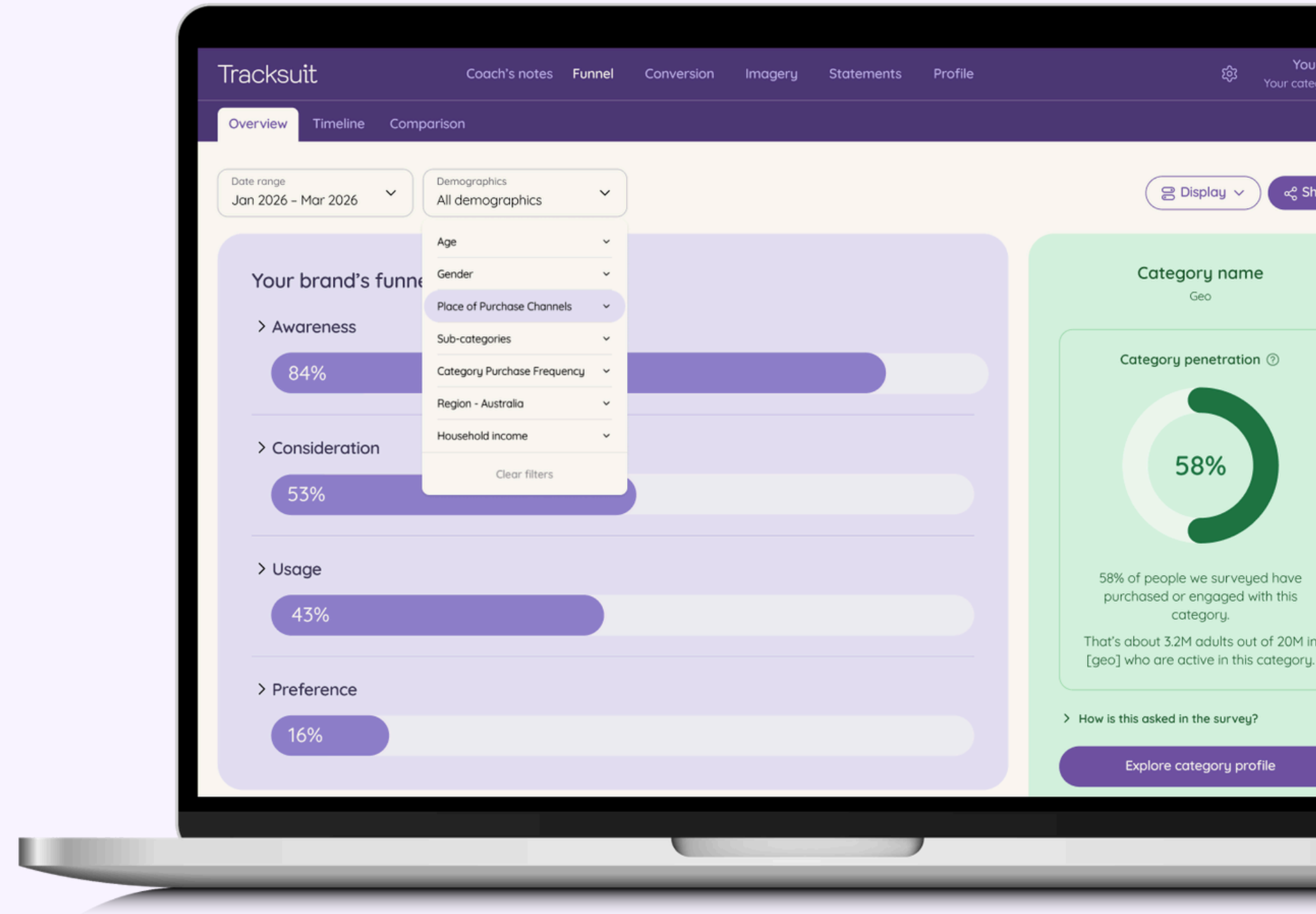
## Expansion Insight

# Track where category buyers shop in specific shopping channels or retailers

## WHY THIS METRIC MATTERS

Physical and mental availability must work together-brands need to be easy to remember and find. Being present where consumers shop ensures brand preference converts to sales.

This data provides answers to questions like “Does my distribution align with where buyers shop?” and “Are there gaps in my retail or channel presence?”

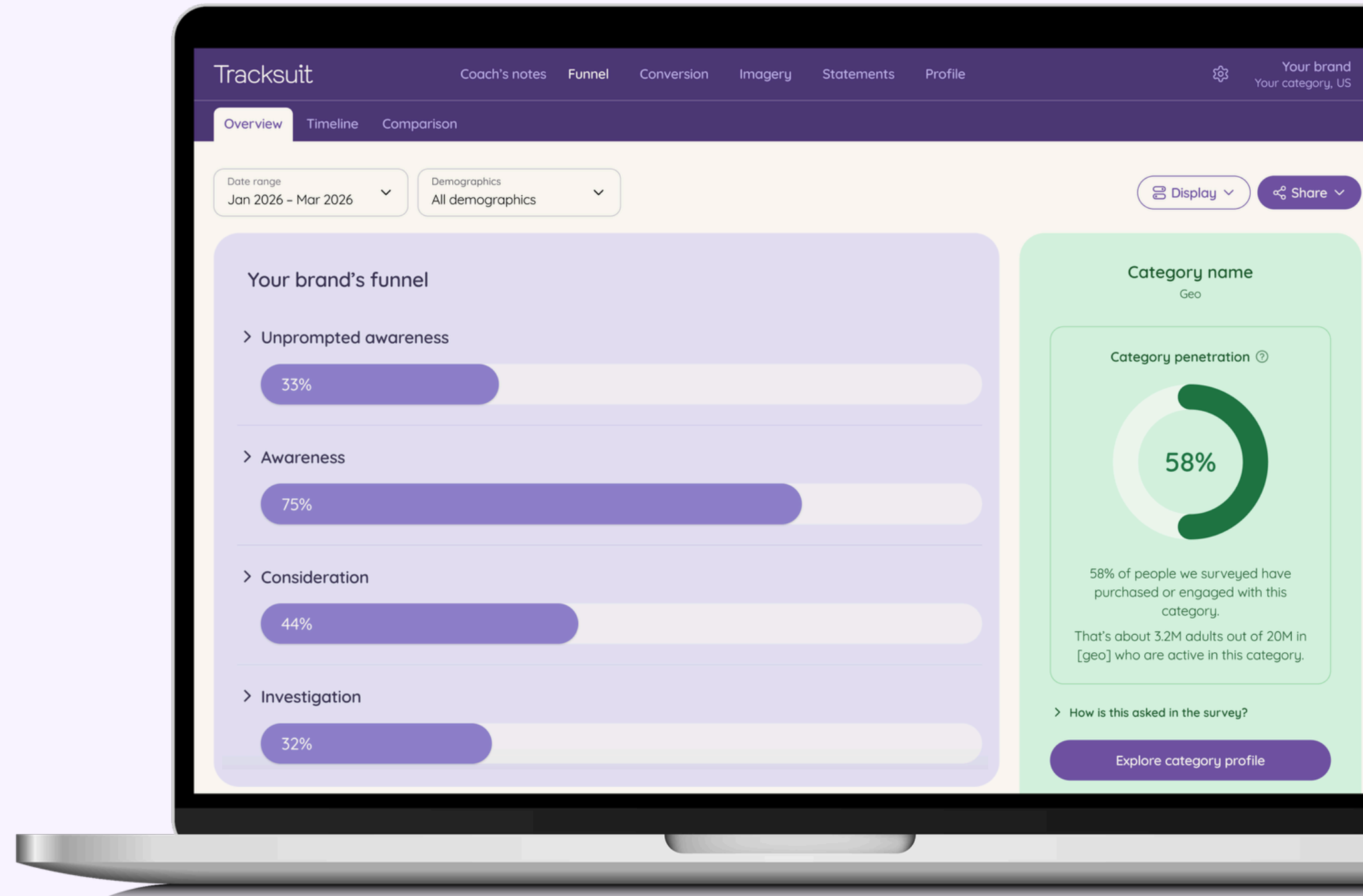


Expansion Insight

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

WHY THIS METRIC MATTERS

Prompted awareness tells you if people recognise your brand. Unprompted awareness tells you if they actually remember it. Brands that are top of mind without prompting are more likely to be considered and chosen at the point of purchase. It's also often the first metric to move in response to brand-building activity, making it a useful early signal of whether your marketing is working.



## Recent brand activity recall

Tracksuit

### Expansion Insight

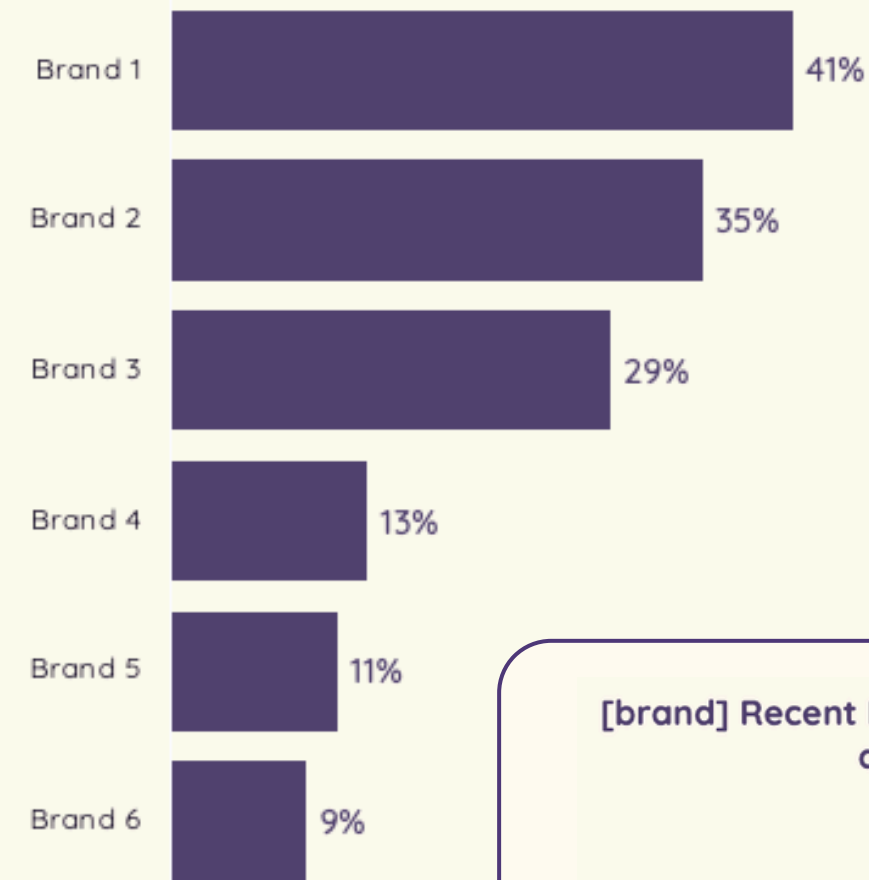
Assess if those aware of your brand are noticing your recent marketing efforts

#### WHY THIS METRIC MATTERS

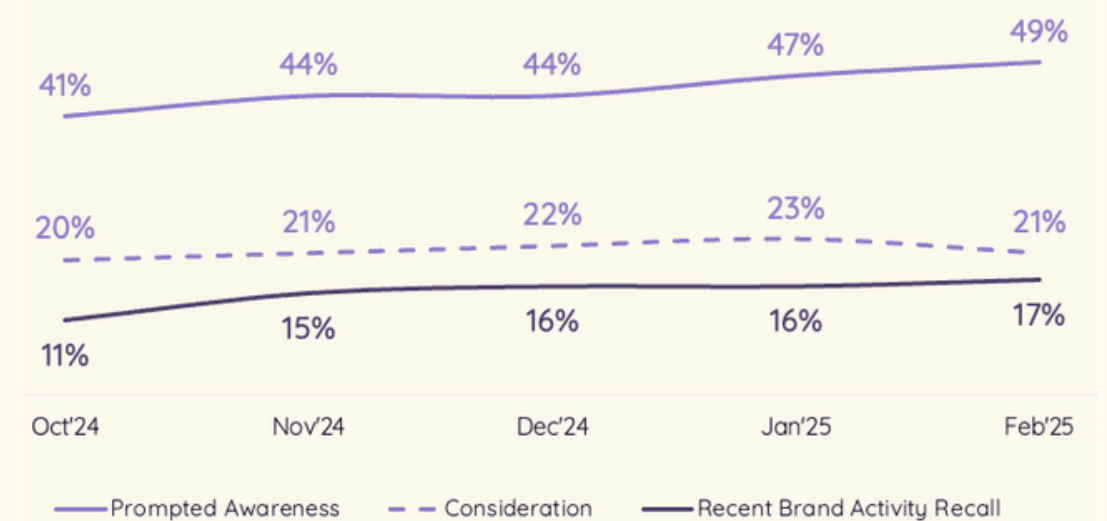
Recall influences mental availability, and people tend to buy brands they're more familiar with.

This data provides answers to questions like "are people actually noticing our brand activity?" and "are we maintaining visibility in a competitive category?"

Recent Brand Activity Recall among consumers within the [category] category in [region] (date range)



[brand] Recent Brand Activity Recall, Prompted Awareness and Consideration over time



Expansion Insight

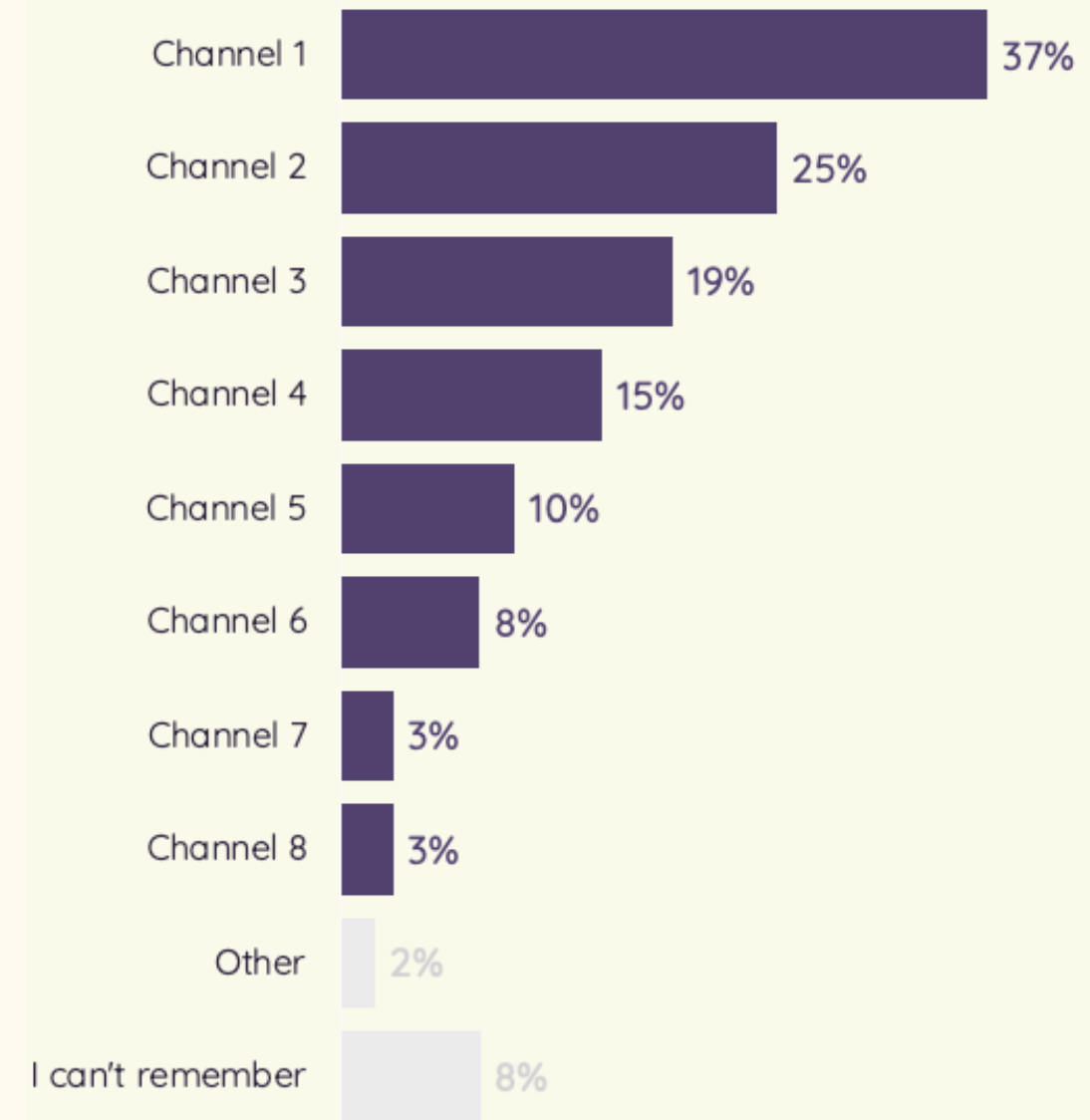
# Pinpoint the channels where consumers have recently seen your brand

## WHY THIS METRIC MATTERS

Understanding which touchpoints build mental availability helps brands map where and how consumers encounter them.

This data provides answers to questions like “Is our messaging grabbing attention?” and “Is our media spend focused on the most impactful channels?”

Recent Sources of Awareness among consumers aware of [brand] in the [category] category in [region] (date range)



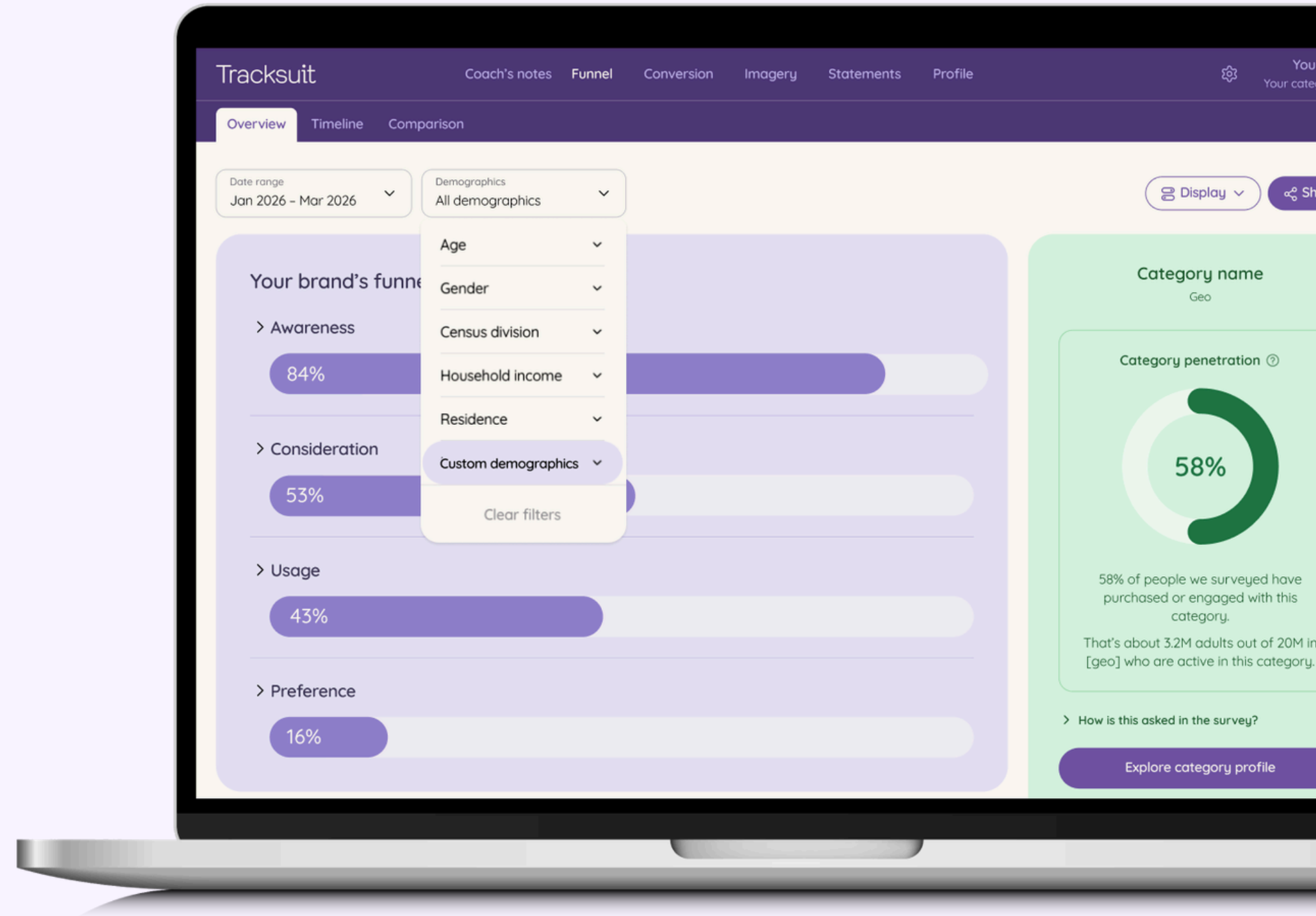
Expansion Insight

Segment by demographic, lifestyle, purchasing or segmentation traits relevant to your category

WHY THIS METRIC MATTERS

Filtering data by key segments helps identify who you're resonating with and which audiences are driving category or brand growth.

This data provides answers to questions like “Are we over-reliant on one type of consumer?” and “Are we missing opportunities in key segments?”

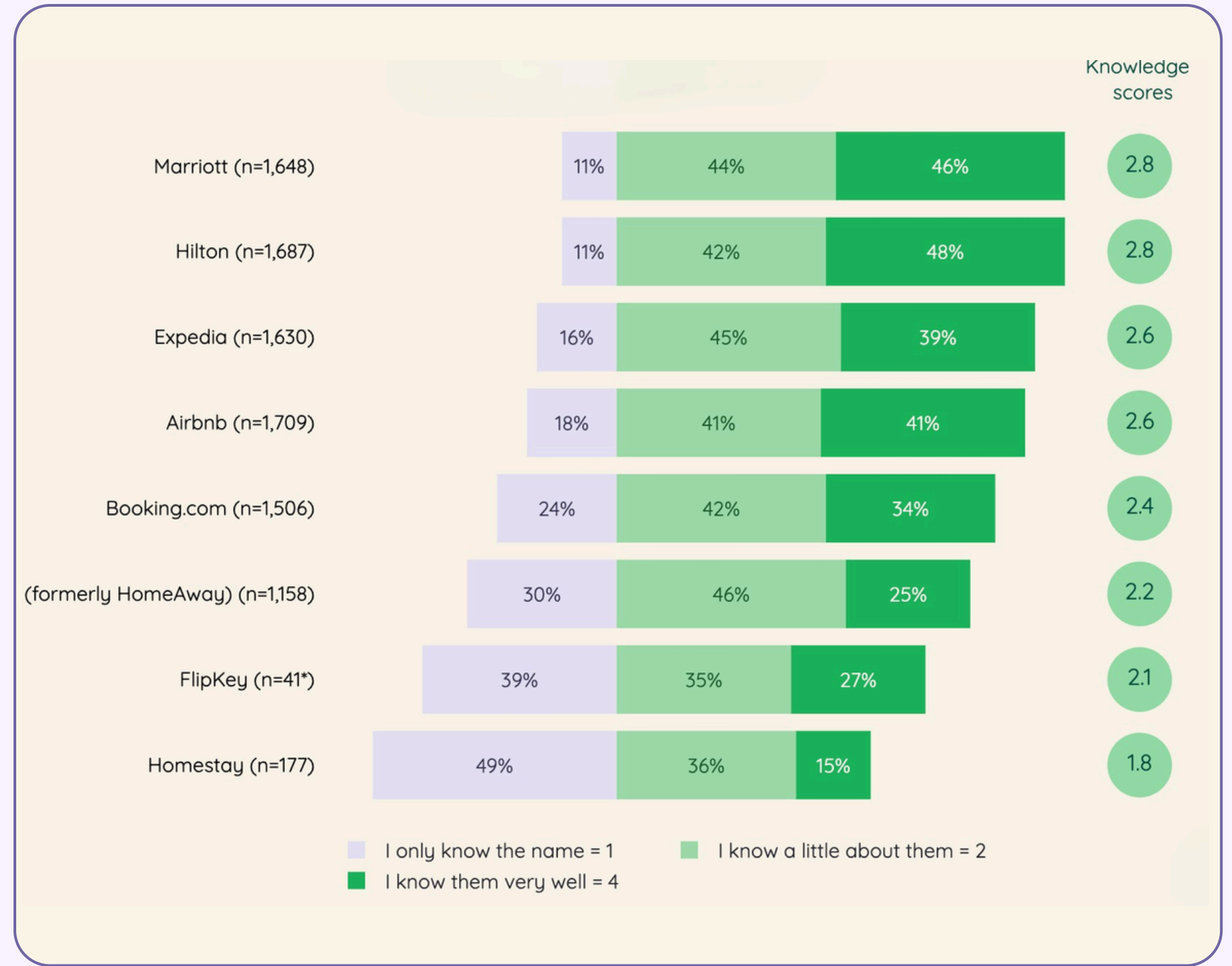


Bonus Insight

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

## WHY THIS METRIC MATTERS

Knowledge helps marketers tell a different story. In addition to making new people aware of a brand, marketers may also want to drive deeper relationships and understanding with existing audiences. How well a consumer knows a brand impacts their likelihood to consider and ultimately purchase. In short, building consumer knowledge has positive impacts on funnel metrics.



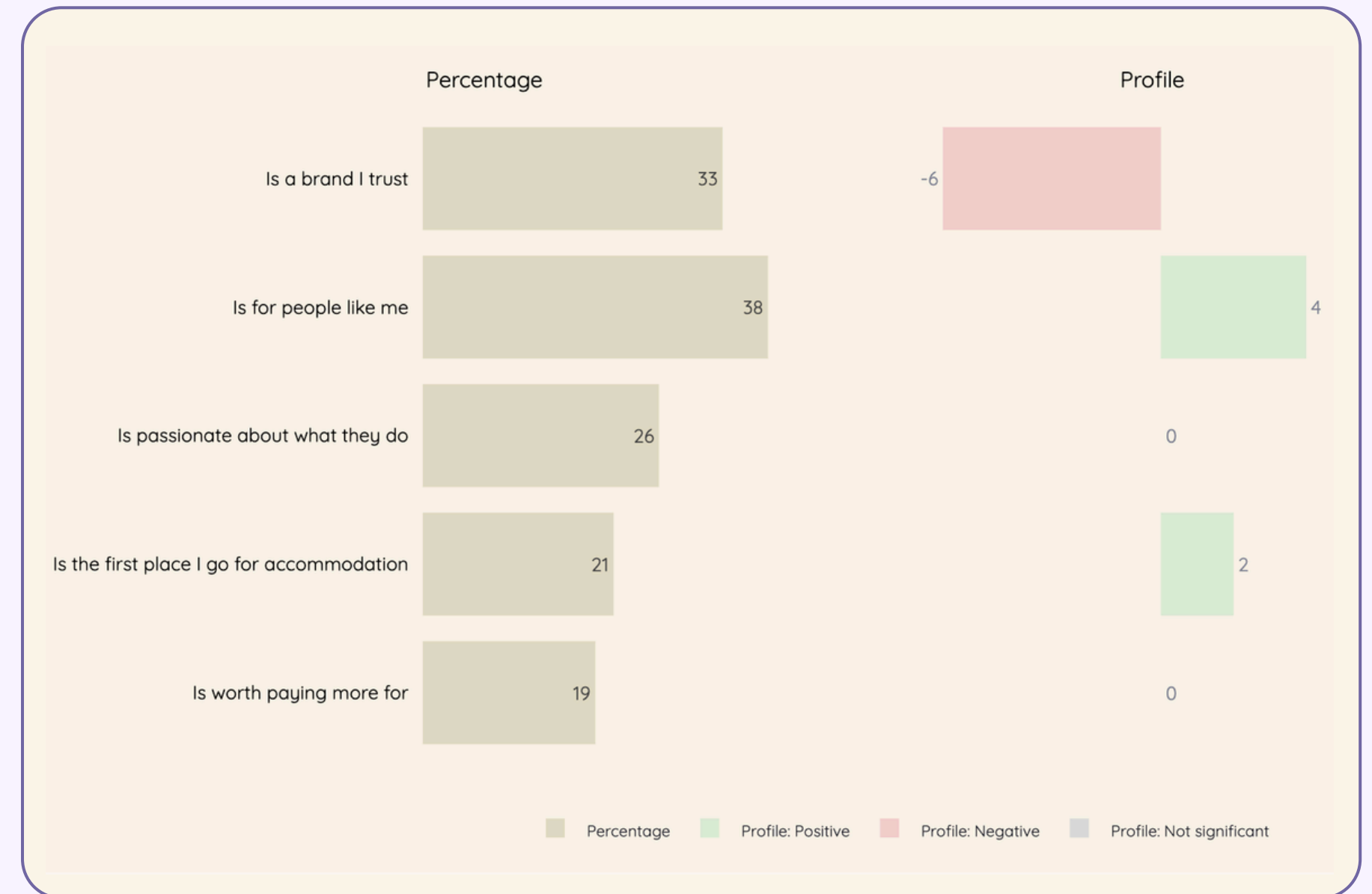
Bonus Insight

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

WHY THIS METRIC MATTERS

Tracksuit's Double-indexing report adds an extra lens to the Statements data you're already familiar with. It moves the conversation from performance to differentiation, helping you understand what your brand is distinctively known for.

This view is particularly useful for insights professionals looking to go deeper into brand positioning within the category.

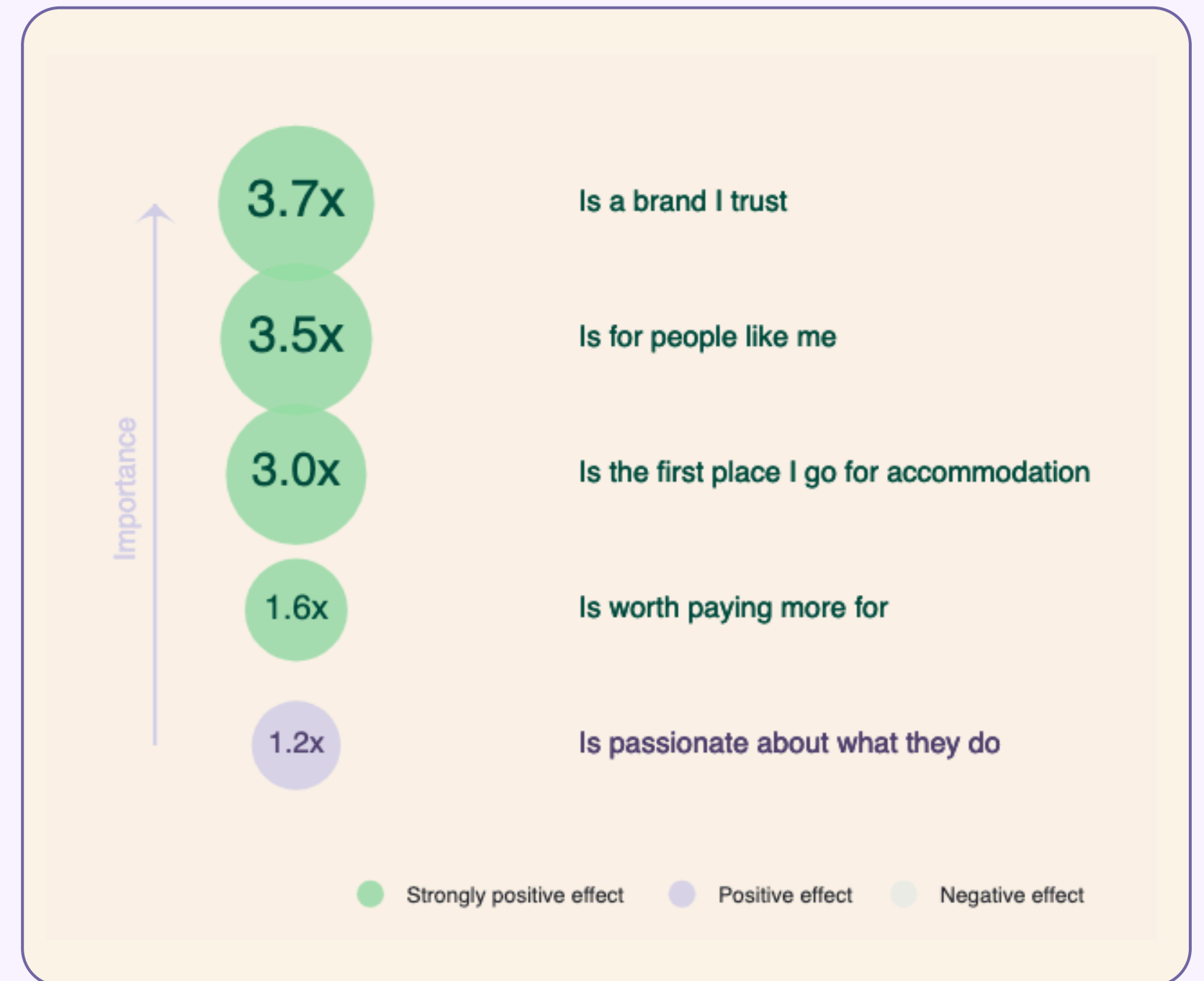


Bonus Insight

Measure which brand perceptions are statistically linked to moving consumers through the funnel.

WHY THIS METRIC MATTERS

Advanced Conversion Drivers shows you which perceptions have the greatest impact on conversion at each funnel stage, so you can focus messaging and investment on the attributes that grow the business, not just the ones that feel good.

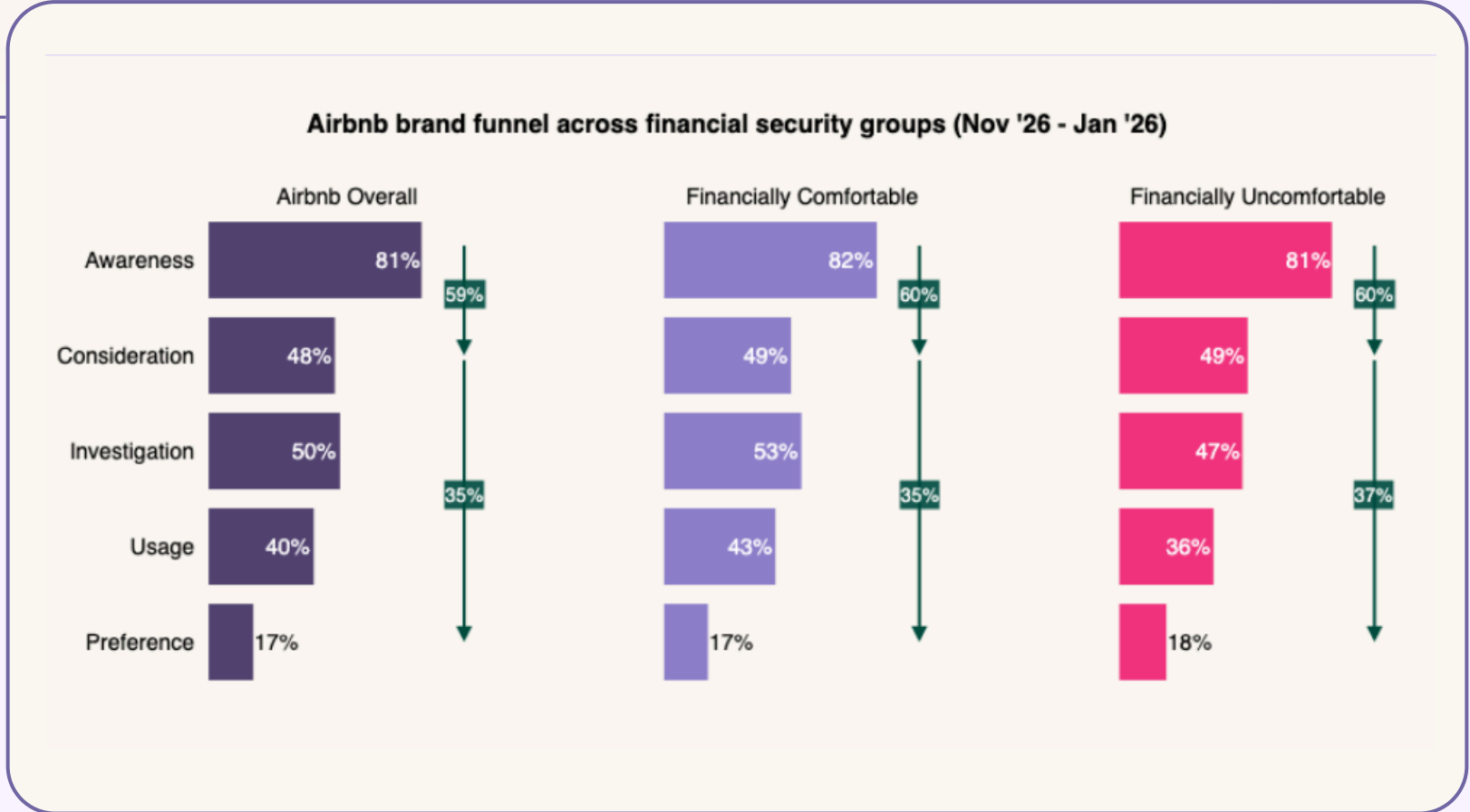
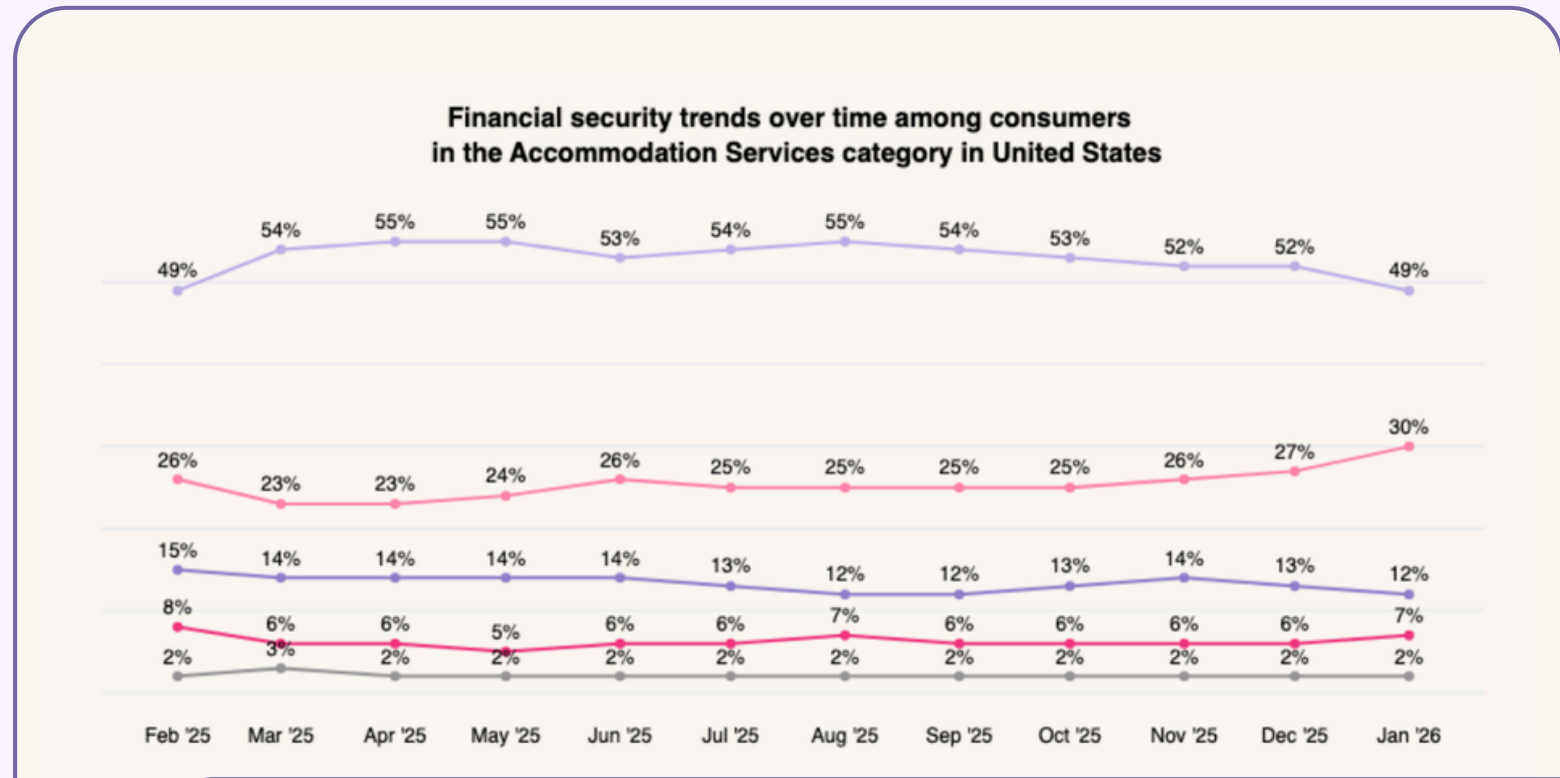


Bonus Insight

Measure how financial confidence varies across your category and how it influences brand performance at each funnel stage.

WHY THIS METRIC MATTERS

Financial Security adds a behavioural lens to your brand health data, helping you understand whether brand performance differs across financially comfortable and financially constrained audiences.



Thank you!

[gotracksuit.com](http://gotracksuit.com)