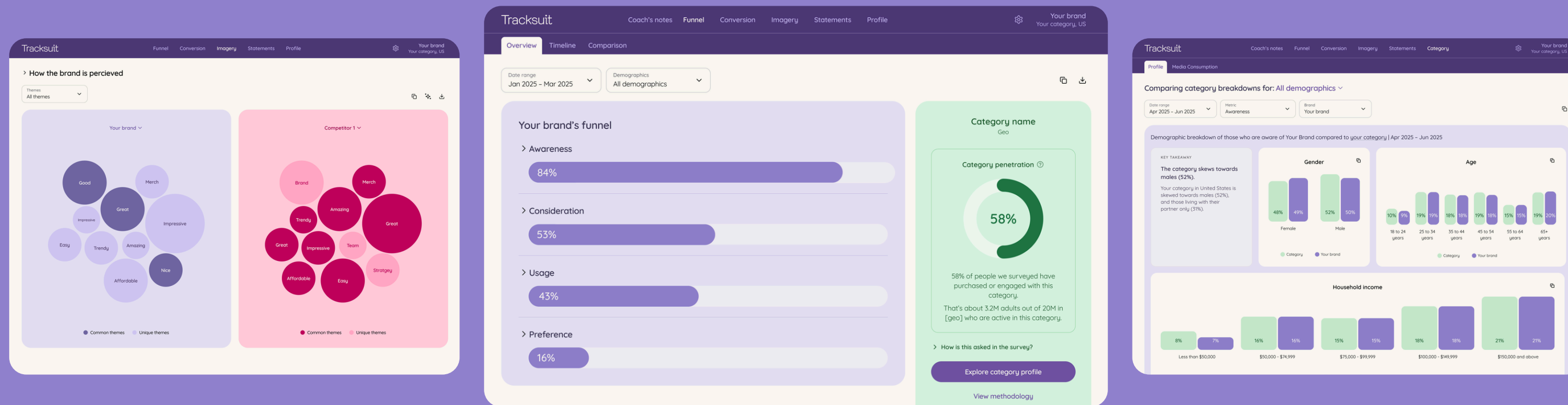


Oh hey there agency friend 🙌

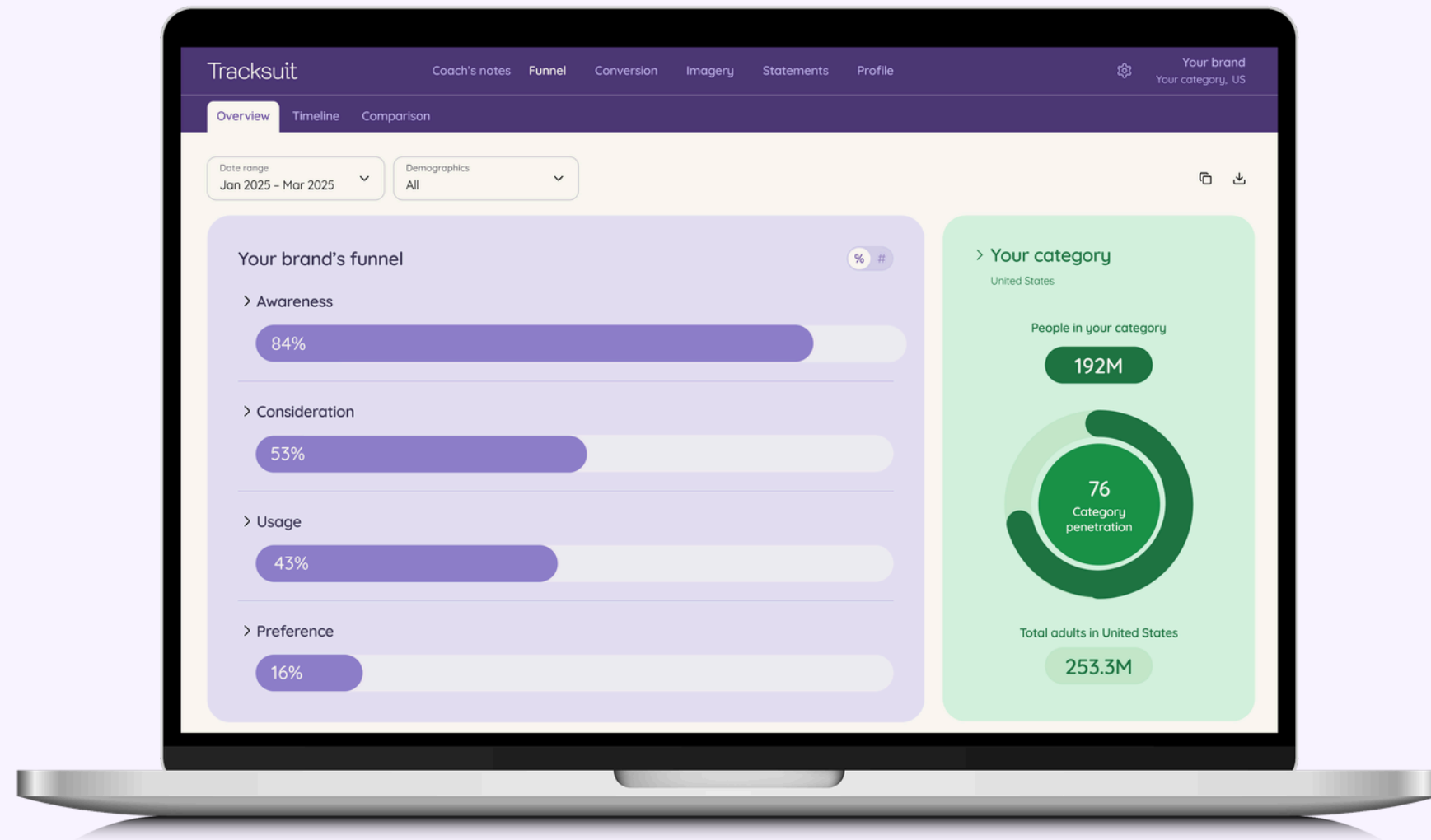
We're Tracksuit.



## Beautiful, radically affordable, always-on brand tracking.

We've reimagined brand tracking for today's brands and their agencies.

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.



# Build brand and measure your clients' performance over time.

We survey real people, continuously, to give you the building blocks of client strategy:

- Core marketing funnel metrics
- Prompted & Unprompted Brand Perceptions
- Competitor and Category Benchmarking

The old world of brand-tracking

<p><b>At a point in time</b></p> <p>Once or twice a year research that didn't truly reflect what is happening in the market.</p>	<p><b>Death by numbers</b></p> <p>Convolutd 100-page reports that were out of date by the time you received them, then read once and forgotten about.</p>
<p><b>Expensive</b></p> <p>Prohibitively expensive and out of reach for smaller brands.</p>	<p><b>Designed for one end user</b></p> <p>Usually a static report or single user subscription that limits sharability and gatekeeps knowledge</p>

Tracksuit

<p><b>Always-on</b></p> <p>We automated the collection and ingestion of data to deliver an always-on tracker.</p>	<p><b>Dashboard first</b></p> <p>We said goodbye to stale, static PDF reports and build a beautiful, simple dashboard.</p>
<p><b>Affordable</b></p> <p>Automation and efficiencies allow us to lower the price dramatically and open up enterprise-tracking to smaller brands.</p>	<p><b>Designed for collaboration</b></p> <p>One subscription, unlimited logins. We advocate for shared usage and the democratisation of data</p>

# How does Tracksuit work?

Tracksuit

## Premium data sources

World's largest panel provider

Real people, verified profiles

## Statistical precision

3.1% – 3.9% margin of error

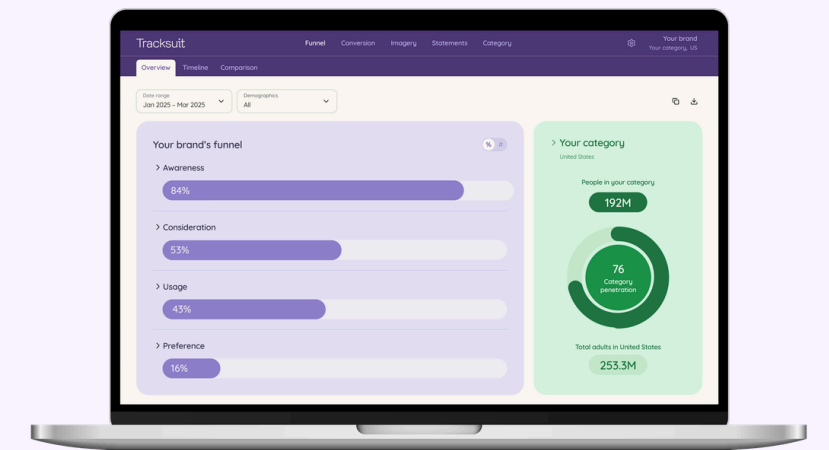
Industry gold standard for accuracy

## Robust sample size

2,400–4,000 responses annually

More data than most quarterly studies

## Always-on intelligence



Continuous data collection

Updated in the dashboard monthly

Enterprise research standards

Statistical confidence you can trust

Powered by premium data sources

Affordable

# Who we partner with

  Trusted by marketing leaders at modern consumer brands

**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

# Tracksuit for agencies

Grow your clients. Grow your agency.

Tracksuit

# We help our agency partners turn insight into influence

## Lead the strategic conversation

Tracksuit's live view of brand and audience health means you can spot opportunities and proactively take them to your client - instead of waiting for briefs.

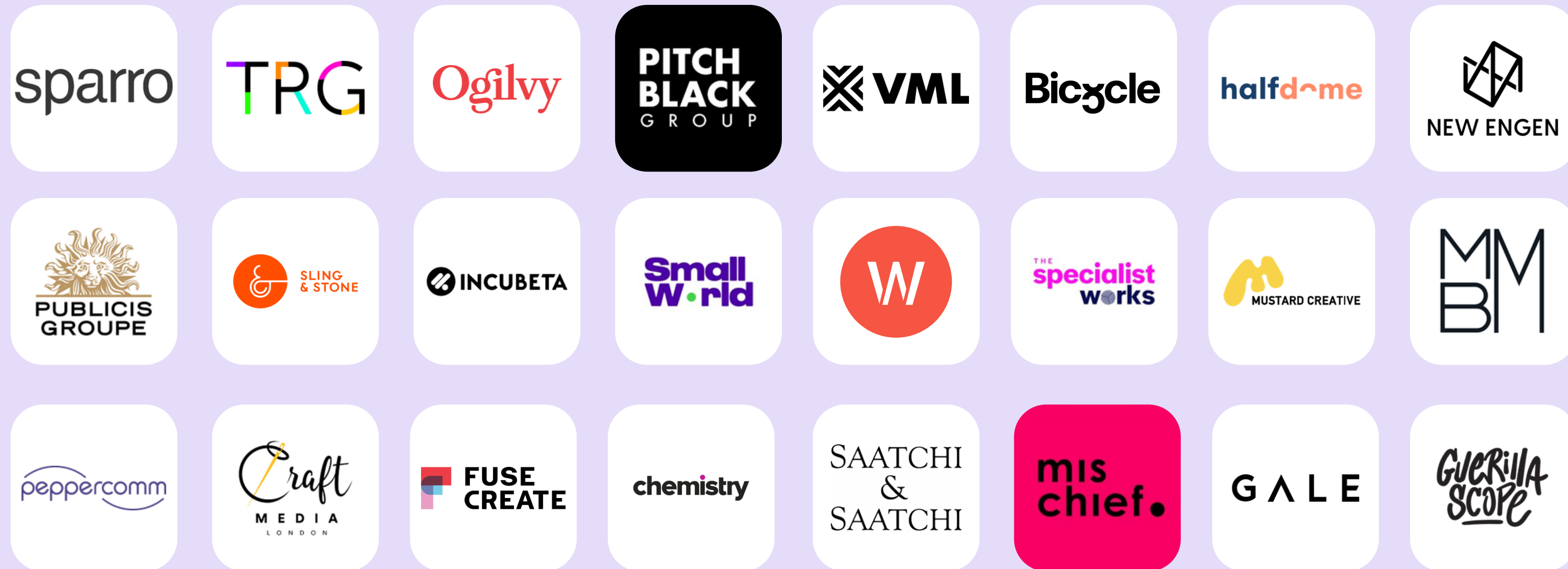
## Prove the impact of your work

Show exactly how your campaigns shift brand metrics over time, protect your existing work, and identify the next winning ideas earlier.

## Align every stakeholder around success

With one consistent source of truth, you eliminate KPI fragmentation, speed up decision-making, and create tighter, smarter briefs.

Join the 1000+ agencies globally using Tracksuit for smarter strategy, better briefs, and award-worthy work



“Tracksuit has become a critical part of our strategic toolkit. The visibility it provides across our client portfolio is a key driver of retention, allowing us to consistently demonstrate the long-term commercial impact of brand building”

The Pistol

# How we partner with agencies

(hello commission 🙌)



## Intel for pitching, planning and awards

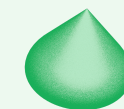
Get bespoke brand and category intel reports that elevate your pitch work. We'll arm you with insights into your prospective client's brand health, their category dynamics, and how they stack up against competitors - giving your strategy and creative the edge from day one.



## Helping you position the value of brand tracking to clients

We make it easy to show your clients the value of always-on brand measurement. Whether you're pitching brand building, testing new creative, or defending budgets - Tracksuit proves the impact over time.

Plus: You earn a 10% commission on every client you refer.



## Co-marketing and community

We spotlight agency partners through our channels – from case studies and webinars to event panels and POV pieces. We help you get credit for great work, connect with like-minded strategists, and win more attention in the brand + agency ecosystem.



## Dedicated Partner Manager

You'll have a go-to Tracksuit expert embedded in your corner - someone who knows agency workflows, can help shape smart brand tracking setups for clients, and is always on-hand to support new biz, onboarding, or reporting.

The numbers

# Commercials

# Investing in Tracksuit

Agency partners receive 10% commission/discount on referrals

## Base package

Everything you need to track your brand

\$19,500 per year

### Core features:

- Work with your own Brand Champion to help drive value
- Always-on surveying with monthly data updates
- Full visibility of category and competitive changes
- World-class enterprise research standards
- All product updates throughout the year

Anything else (additional research modules, extra competitors, more categories and markets) is available as add-ons.

## What's included?

Brand category	One brand category tracked
Competitor tracking	Your brand, plus 5 competitors tracked within your category
Sample size	Surveying 2,400+ consumers active in your category annually
Metrics tracked	Marketing funnel metrics (awareness, consideration, usage, preference + investigation for non-FMCG brands)
Brand imagery	Open-ended questions summarized into themes showing how people perceive your brand
Brand statements	Consumer beliefs about your brand and competitors across category-specific attributes
Frequency	Always on surveying, monthly data updates throughout the year

# Optional add-ons

## Customize your brand tracking with these additional features

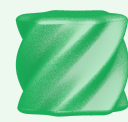
Agency partners receive 10% commission/discount on referrals



### Unprompted awareness tracking

Measure which brands come to mind first without any prompts. Unprompted awareness is a key measure of brand recall, showing which brands in your category are top of mind. Recommended for brands with prompted awareness over 40%.

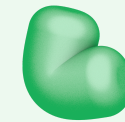
+\$4,000 per year



### Extra competitors + Statements

Track additional competitors beyond the 5 included in your base package. Monitor more brands in your competitive set to gain a comprehensive view of your category landscape.

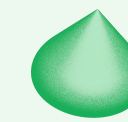
+\$1,000 per competitor



### Extra brand perception statements

Add custom brand perception statements to track specific attributes important to your category or brand positioning goals. Expand beyond the foundational set included in your base package.

+\$1,300 per statement



### Additional markets

Expand your brand tracking to additional markets – we're currently available in 25 countries.

Custom pricing

Ready to partner?



Let's get things underway!

- Sign up as an agency partner:  
[engage.gotracksuit.com/become-a-partner](https://engage.gotracksuit.com/become-a-partner)
- We'll be in touch to book in a time to understand your needs, take you through a deep dive of the platform and build a partnership plan together
- Questions? Email: [partnerships@gotracksuit.io](mailto:partnerships@gotracksuit.io)

Let's go!

Tracksuit

Thank you