

Tracksuit Info Pack

Brand building is under more pressure than ever

Your budget is always on trial

Brand spend is the first thing cut and the last thing defended. Without data, you're arguing gut feel against spreadsheets.

You're flying blind between campaigns

Annual tracking tells you what happened twelve months ago. By the time the report lands, the market's already moved.

Your category is moving and you don't know where

New competitors. Consumer attitudes shift. Evolving media habits. Most marketers only find out after it's already hurt them.

The brands winning right now aren't the ones with the biggest budgets. They're the ones who know their market better than anyone else.

There's a better way to track your brand

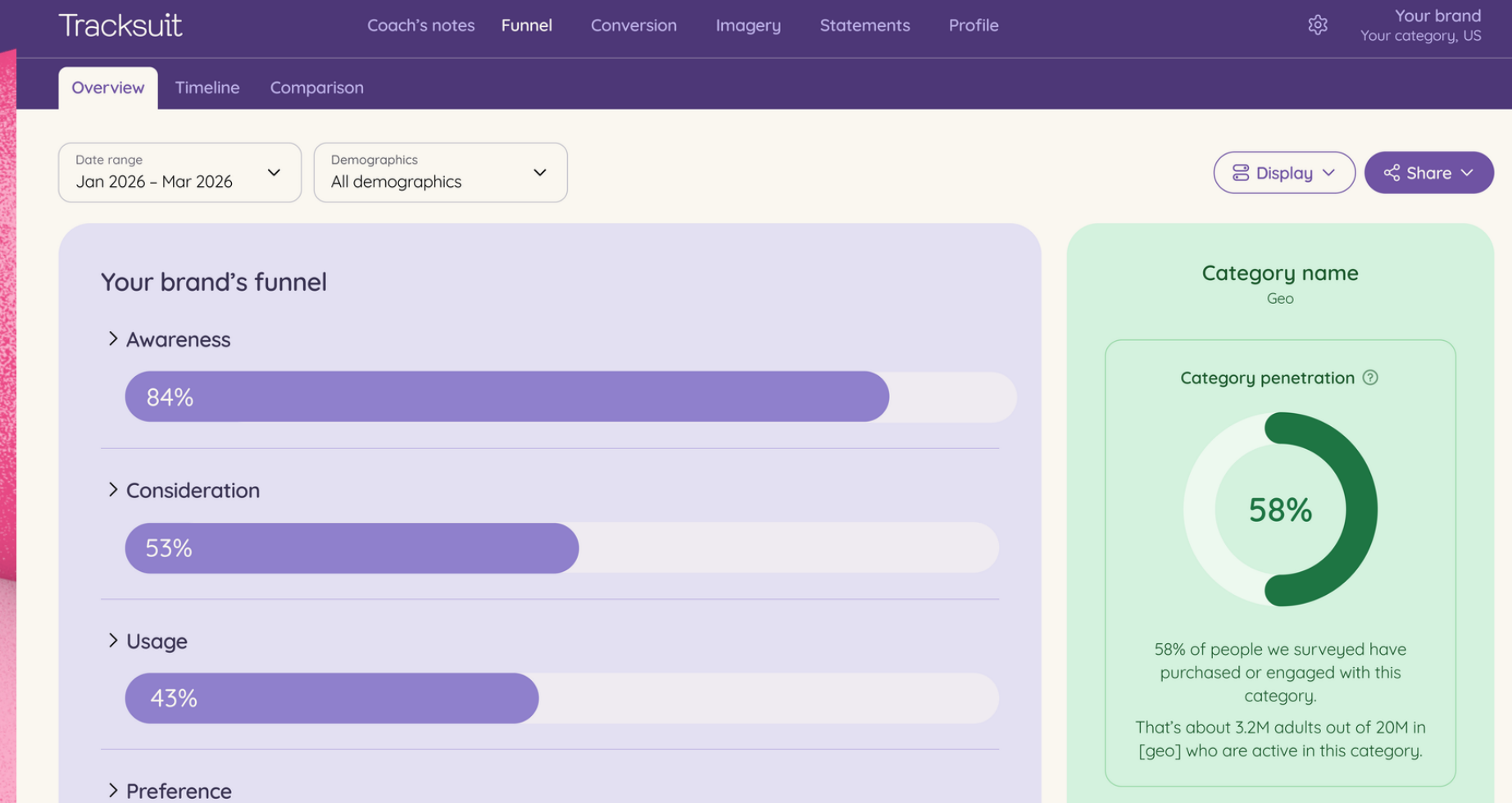


The solution

Tracksuit

Always-on brand tracking, built for marketers and agencies

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.



DOORDASH

TURO

TheRealReal

Microsoft

STEVE MADDEN

myfitnesspal

Uber Eats

SOUNDCLOUD

koala

ALLPRESS
ESPRESSO

So 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

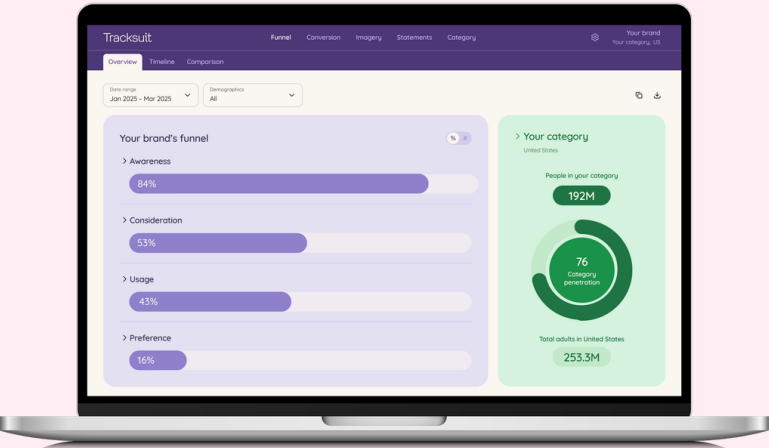
Industry gold standard for accuracy

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

Tired 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



Trusted by marketing leaders at the world's best consumer brands

To provide the strategic insights, category intelligence, and proof points they need to make smarter decisions, find new opportunities, and justify their brand investments.



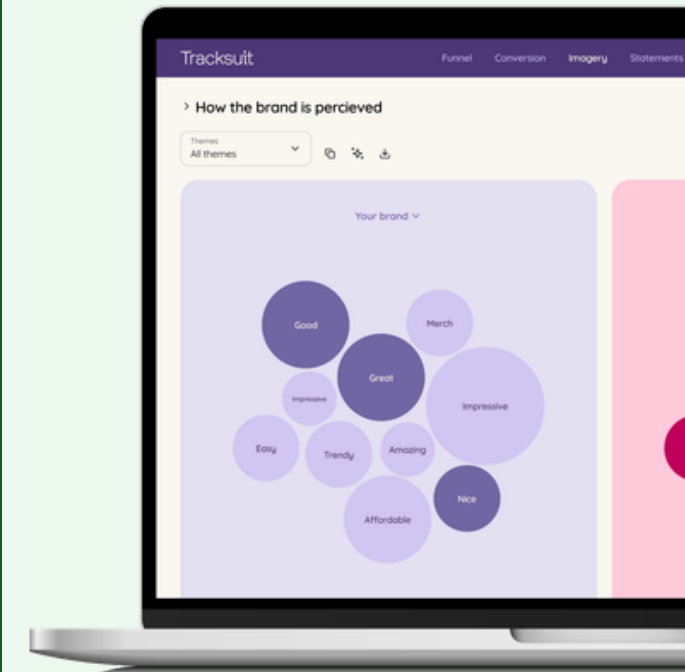
“We were searching for a tool to help us gain a deeper, unbiased understanding of our brand’s perception among the diverse consumer profile. Tracksuit helped us gain this insight while measuring how it changed over time.”

Hannah Sinclair, Senior Director of Marketing & CRM
Steve Madden

From diagnosis to delivery to defence

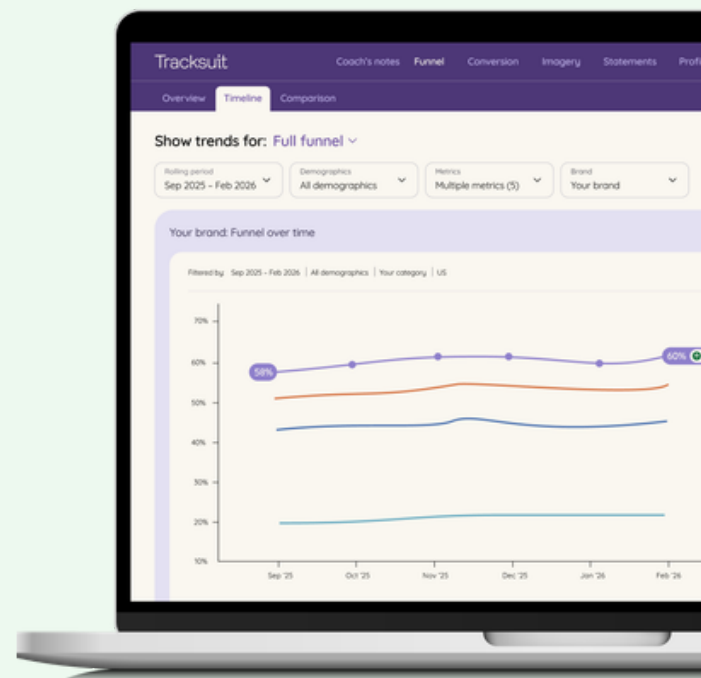
Tracksuit

Brand tracking that drives outcomes



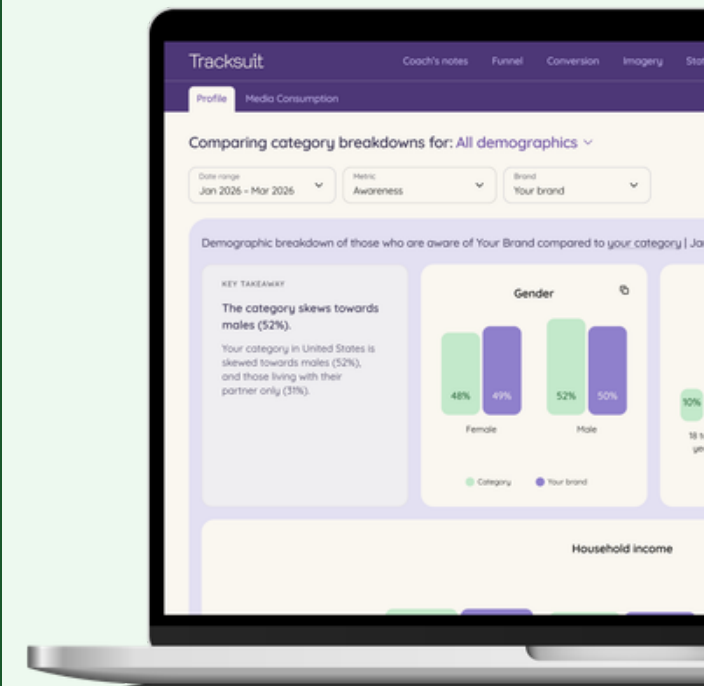
Big decisions? We've got your back

Tracksuit provides the insights you need to make confident, data-backed big bets that drive growth - whether that's launching a campaign, entering a new market, planning a rebrand or presenting a new strategy to the board



Proof points every marketer needs

Stop playing defense with your brand budget. Tracksuit turns your brand building efforts into rock-solid evidence that consistent investment moves the needle, so you can justify every dollar of brand spend with confidence.



Understand your category inside out

Get inside the minds of your category buyers and use these insights to spot white space, find your people, and build strategies that actually resonate.

Starting at \$19,500 per year

Tracksuit

Base package

Everything you need to track your brand

\$19,500 per year

That's less than the cost of a single dip - and you get 12 months of continuous, always-on intelligence instead of one static snapshot.

Core features:

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

Tailored Proposal

Customise your base pack with additional modules to fit your exact market needs.

Modules:

- Sub categories
- Category purchase frequency
- Place of purchase
- Recent brand activity recall
- Recent sources of awareness
- Unaided awareness
- Double indexing statements
- Custom demographics
- NPS
- Knowledge

Ready to see what Tracksuit looks like for your brand?

👉 Ask your agency to book a call with us today

What to expect

Get your agency to book a call with us.

A session built around you: we'll understand your tracking needs, demo the platform in detail, answer your questions, and tailor a solution to match.

Timelines

New surveys launch at the start of the month, with dashboard access and onboarding ~5 weeks later. Sign up before month-end to join the next cohort.

Example timeline:

- Month one: Sign by end of month
- Month two: Survey launch
- Month three: Onboarding to dashboard

Servicing and support

Quarterly check ins with a dedicated customer success manager (Brand Champion) to ensure you're set up for success in using Tracksuit.

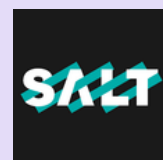
- Access & Onboarding
- Training & Education
- Data Integration Support

Straight from the horse's mouth

Tracksuit

“Tracksuit has become part of how we prove brand impact for clients. This has been valuable for clients who are increasing their upper-funnel and brand investment.”

Olivia hawkins, VP of Marketing



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

Alexandra Peek, former CMO



“Continuous brand tracking has not only given our clients the confidence to invest in brand, but use the data to know when to shift budgets between brand and performance. The case for brand investment gets a lot less push back.”

Tristan Velasco, Co-Founder & Creative Director



“Too often in brand marketing we struggle to quantify the impact of the work we do and dollars we spend. But Tracksuit gives us the data to back it up.”

Emily Parks, Brand Marketing Manager

BePURE™



Tracksuit

Get in touch

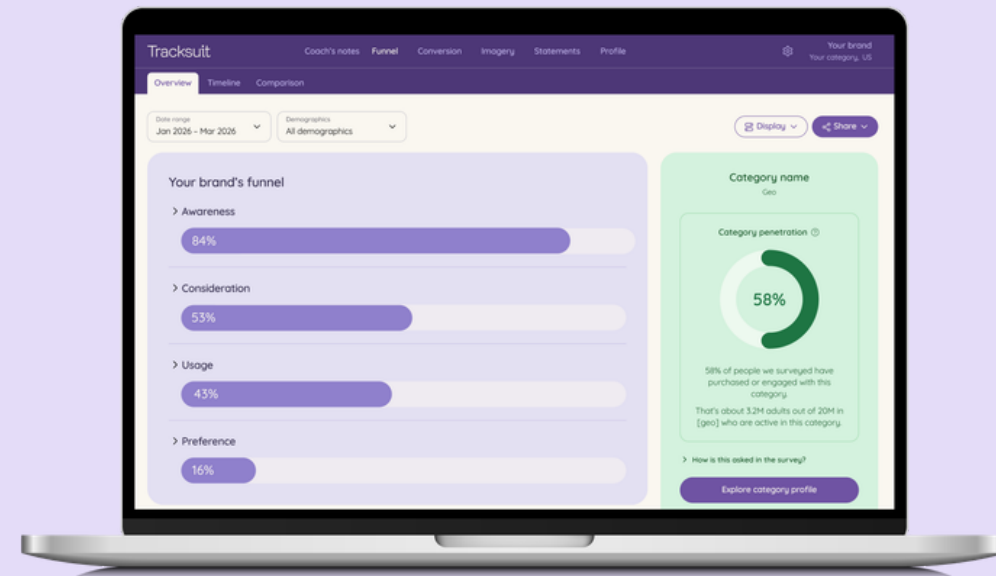
partnerships@gotracksuit.com

You made it!

Tracksuit

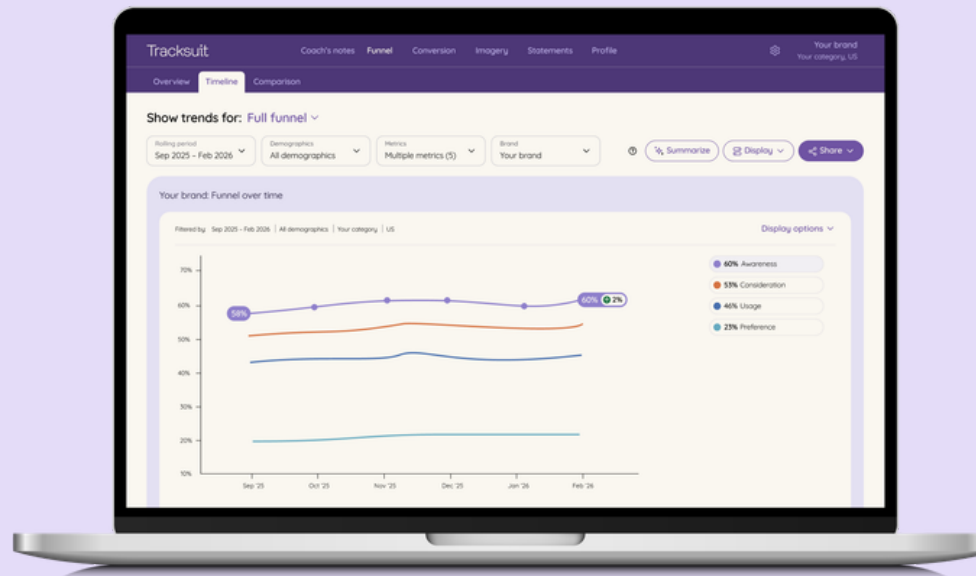
Thank you

Appendix



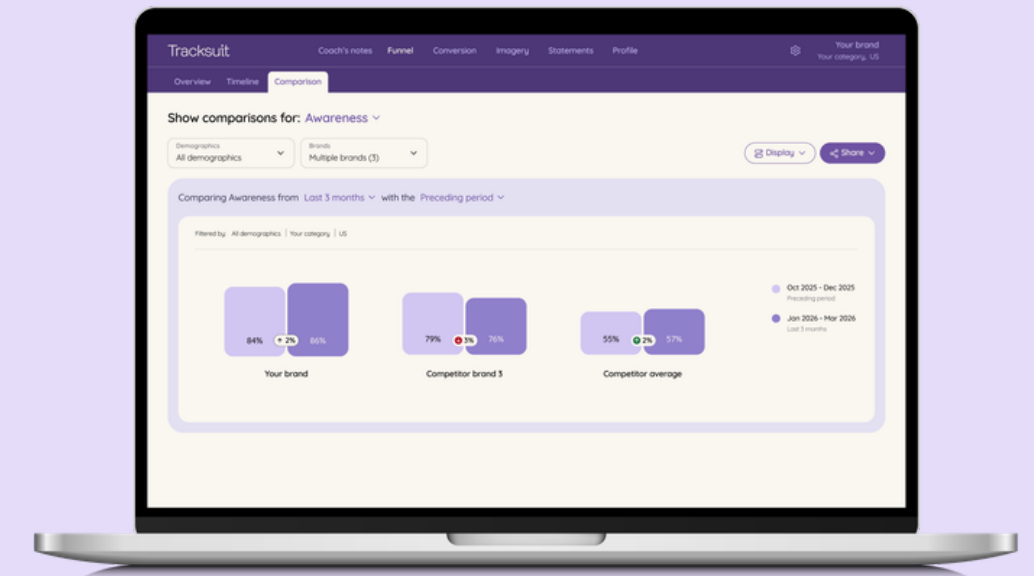
Funnel Overview

- 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.



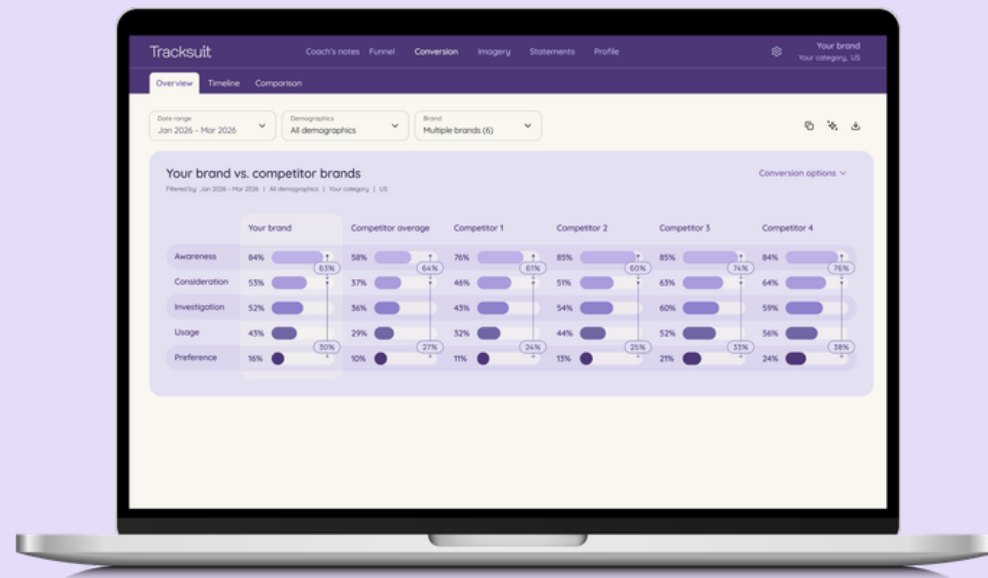
Funnel Timeline

- 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.



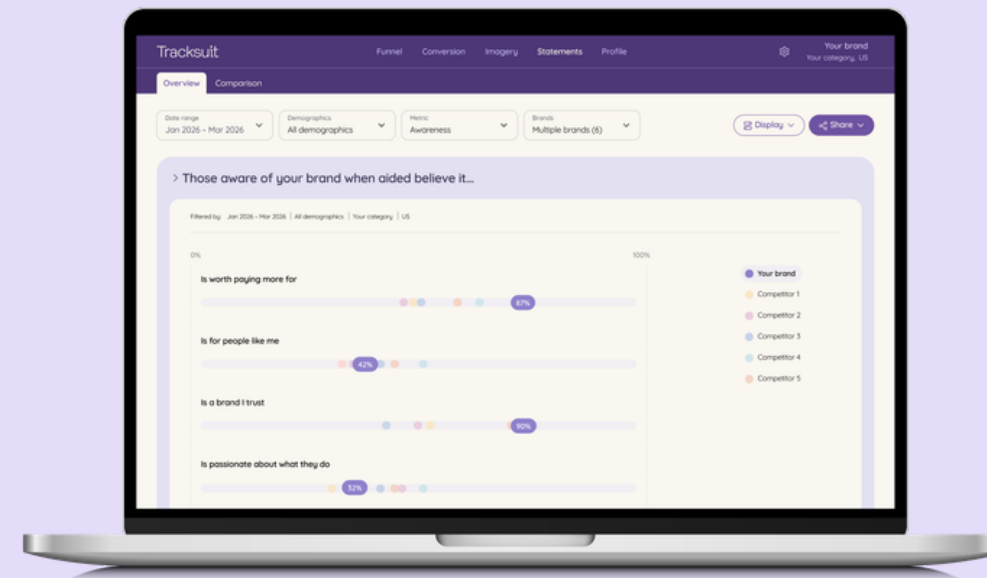
Funnel Comparison

- 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.



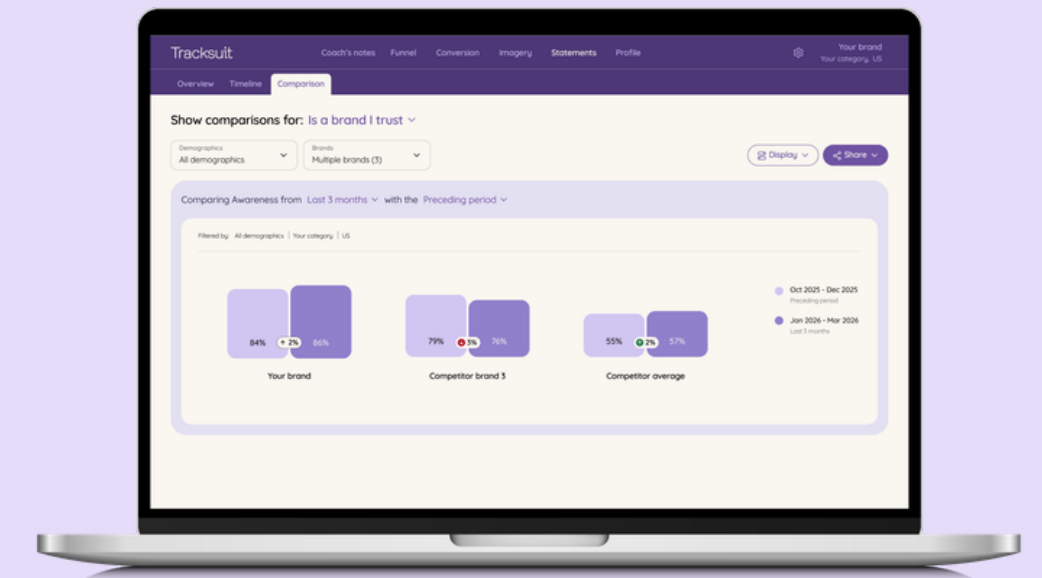
Conversion

- 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.



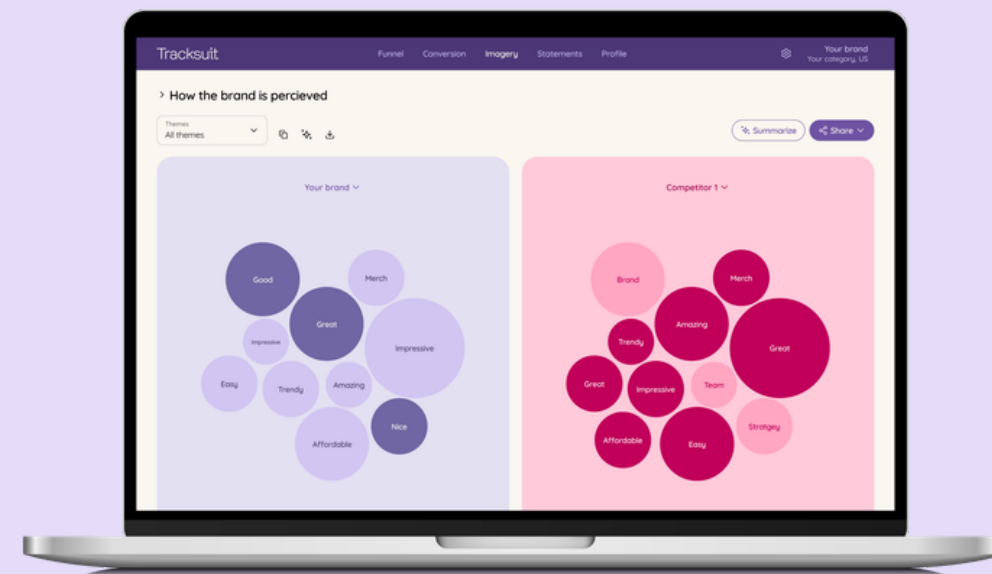
Statements Overview

- 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.



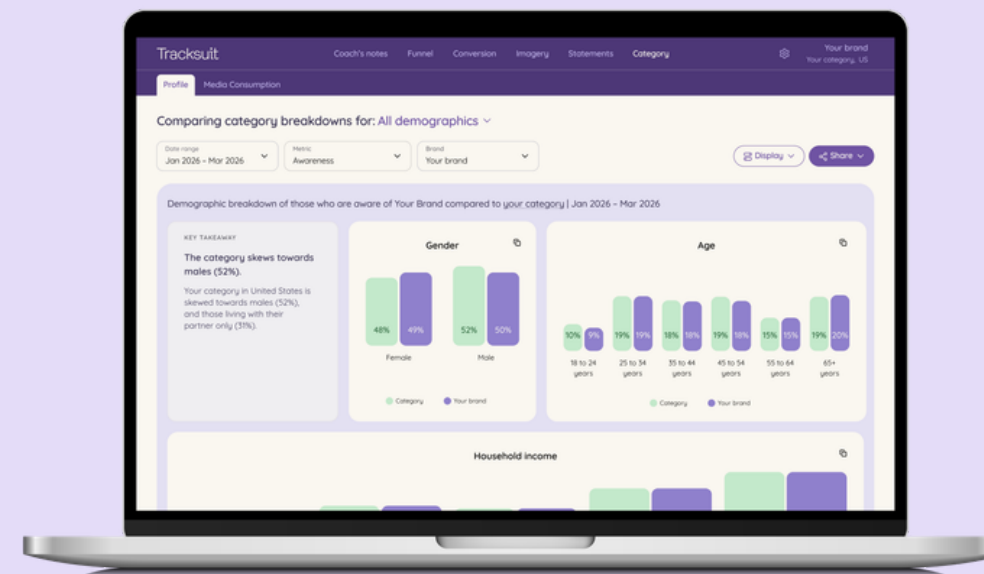
Statements Comparison

- 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.



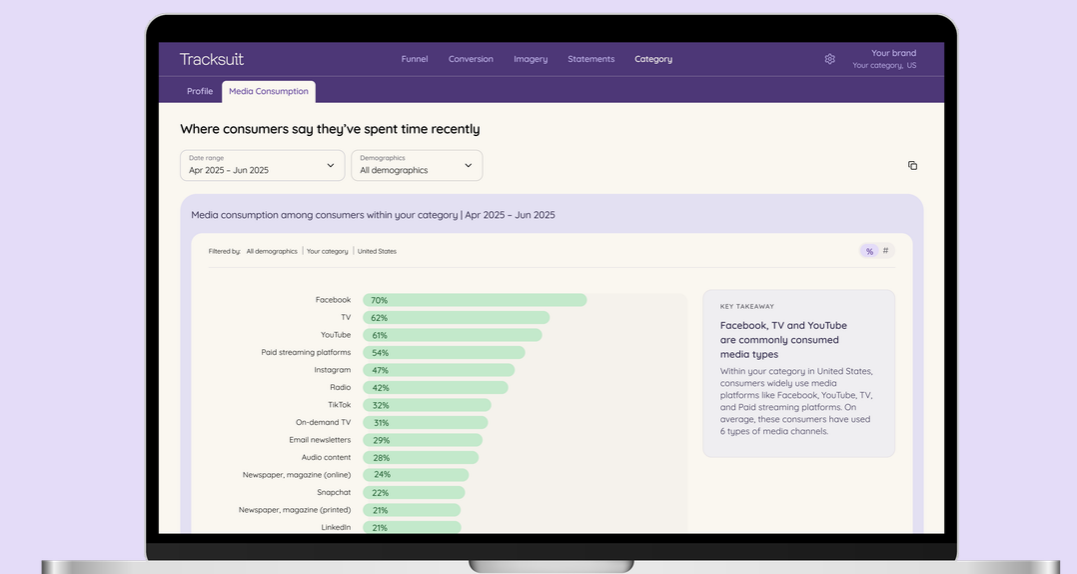
Brand Imagery

- 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.



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.



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.



Category behavior

Built for marketers who are 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

Built for marketers who are 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

Built for marketers 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.