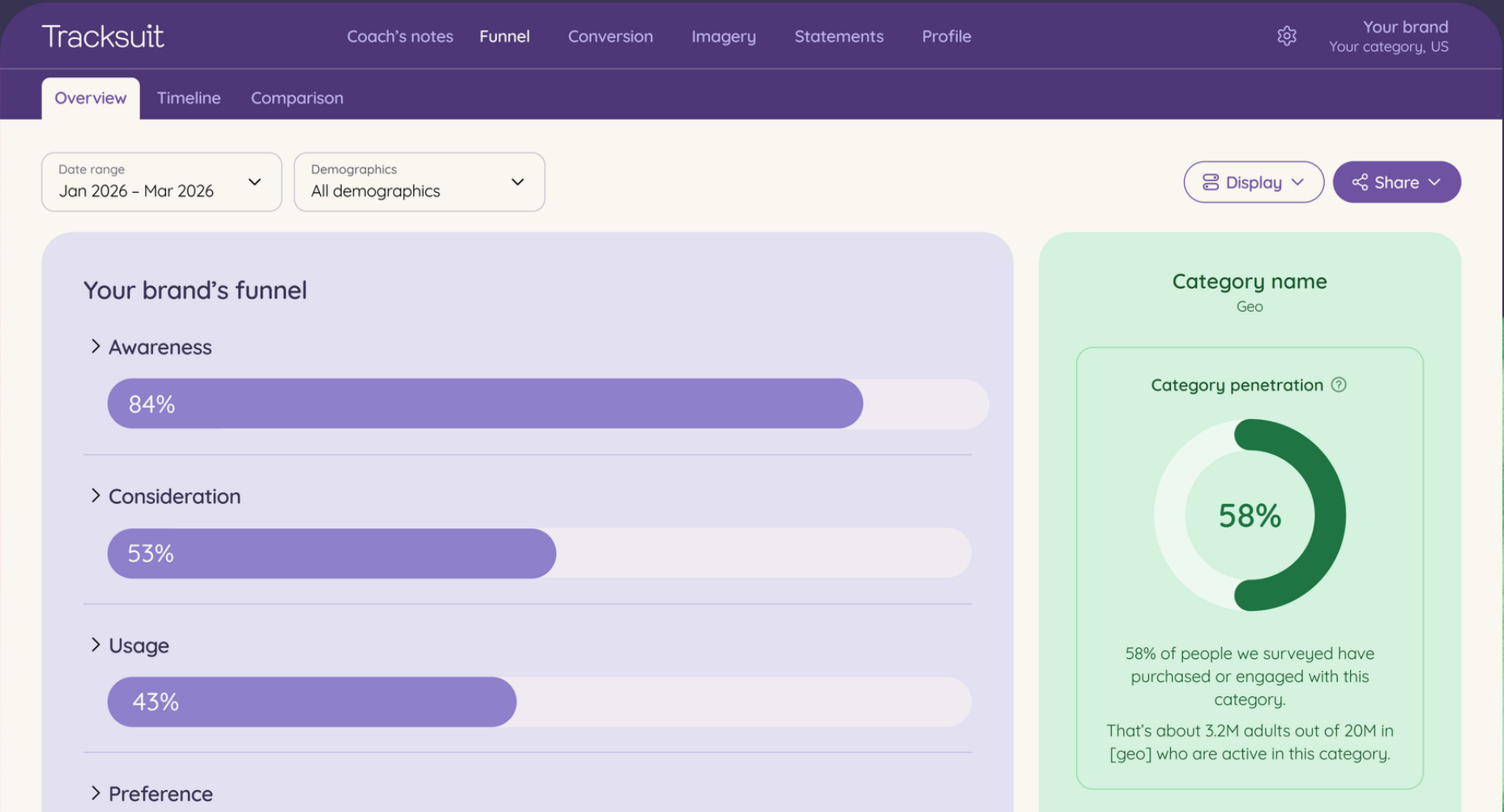


Always-on brand tracking, built for marketers and agencies

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.



DOORDASH

TURO

TheRealReal

Microsoft

STEVE MADDEN

myfitnesspal

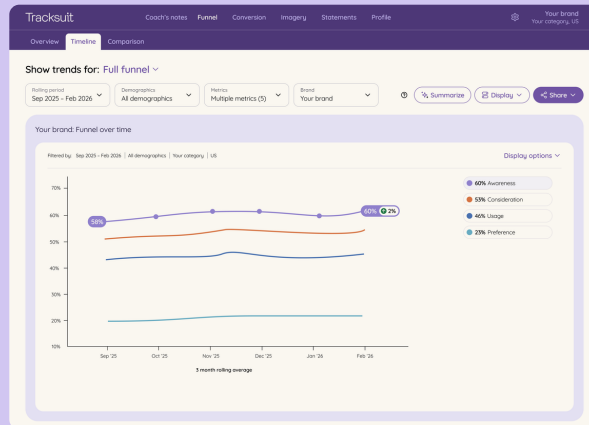
Uber Eats

SOUNDCLOUD

koala

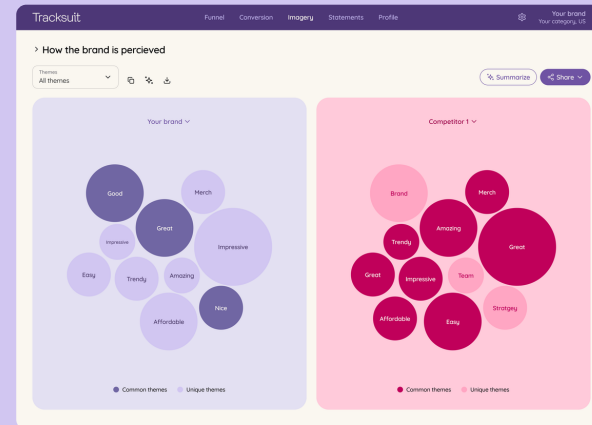
ALLPRESS
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Brand tracking that drives outcomes



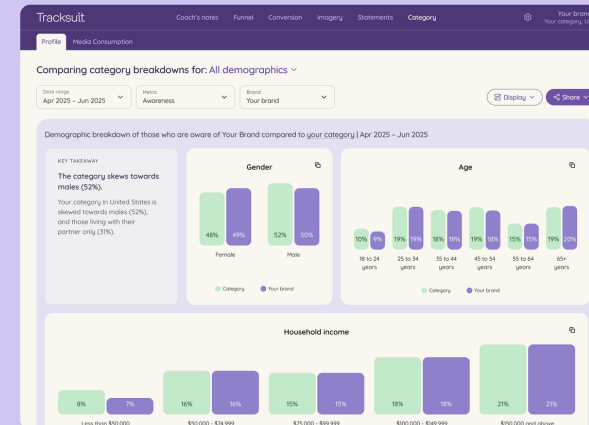
Proof points every marketer needs

Tracksuit turns your brand-building into clear, defensible evidence that consistent investment pays off, so you can justify every dollar of brand spend with confidence.



Back big decisions

Whether that's launching a campaign, entering a new market, planning a rebrand or presenting a new strategy to the board.



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.

How it works

Every day, we survey real-life humans to measure and understand your brand health.

- **Enterprise research standards:** real, verified humans from the world's largest panel provider
- **Statistical confidence you can trust:** 3.1% - 3.9% margin of error (the industry gold standard)
- **Sample size:** 2400 - 4000 responses annually
- **Always-on intelligence:** continuous data collection updated in your dashboard monthly



Sick of expensive, static reports delivered once a year?
Ask your agency to set up a call with Tracksuit.

