

## OUR STORY

# At Tracer, we're obsessed with empowering businesses through data.

Our founders, Jeff and Leighton, partnered with Gary Vaynerchuk in 2015 to strategically incubate a technology company inside VaynerMedia. Knowing we would eventually go to market, we patiently ran in stealth mode for three years, helping to facilitate Vayner's meteoric rise while refining our product's capabilities.

Today, as Tracer, we power some of world's largest agencies, brands, publishers and technology companies.



# The Tracer Opportunity.

Global data intelligence for your business.

The Data Economy is more critical than ever across all categories of business. Tracer was built to take advantage of market opportunities created from an empowered approach to data:

- Poor data quality costs the US economy up to \$3.1 Trillion yearly. (IBM)
- Worldwide spending on "big data" analytics solutions will be worth over \$274.3 Billion in 2022. (IDC)
- Over 150 Trillion gigabytes of data will need analysis by 2025. (Forbes)



## WHAT WE OFFER

# A Pilot & A Plane.

We see a competitive landscape focused on specialization, often in the form of data-driven software or consulting. We see this as buying either a pilot OR a plane. You need both to be successful.

At Tracer, we offer technology and consulting together. It's the combination of a pilot AND a plane.



### Technology

The Tracer platform. A browser-based system to manipulate, report on and analyze your data. A web-based system that becomes your "plane"



### Consulting

The intellectual horsepower to navigate data sources and help you connect more dots across your data. Client Success is your "pilot" to empower your learning agenda.



# The 3 elements of data strategy.

You need all three. It's very difficult to be successful with just one of these elements in play. This is what makes our approach unique and our results more significant.



### Product

Product is what allows our process and people to scale. It's how one of our analysts can out produce entire analytics teams. It's how one of our pilots can fly so many planes.



### Process

We work with our clients, and all of their partners to ensure that there is a long term process in place for data. Without doing so, it's a garbage in / garbage out world.



### People

Global data processing will never be a push button problem. That's why we focus on customer success, so that context is continually shared across product and process.



# Answers for *your* business.

While all technology facilitates scale, what we scale are answers. We do it by automating your unique data equation. There are three core components to our technology.

### 1 Your Connections

All of your data sources in one place, with automated rules to connect them.

- API connections to all of the industry dominant sources
- Custom data sources for everything else (e.g. flat file ingestion via S3 or automated emails)

### 2 Your Context

Intelligently organize your data by markets, products, and customer segments. Tracer tagging means your data in your language. Tracer custom formulas mean automation on key reporting measures.

### 3 Your Answers

Digestible, actionable, and compatible with the BI & Visualization tools you already use. We play nicely with every stack.



## HOW WE GOT HERE

# Scaled growth & we've only just begun.

### **The Idea** | May 2015

Tracer technology is born to solve challenges faced as VaynerMedia sees unprecedented growth.

### **LLC Formed** | Jun 2018

Tracer becomes its own company under the VaynerX portfolio.

### **Billion \$ Tracked** | Jun 2019

Tracer surpasses \$1 Billion in media spend tracked across the platform.

### **Client Team Built** | Apr 2019

Tracer starts signing direct partnerships, including agencies outside of VaynerMedia. Client Success as a capability takes shape at scale.

### **Full Time CEO** | Jan 2020

Co-Founder Jeff Nicholson leaves Global Chief Media Officer post at VaynerMedia to focus as CEO of Tracer.



## OUR FAMILY

# Our team is our family.

### Tracer Core Values:

- Winning Together
- Creating Transparency
- Reason not Rank
- Building Community
- Proactive Leadership

### Diverse Backgrounds:

Our team represents a diverse set of experiences:



## OUR COMPETITION

# The data market varies greatly in scale and focus.

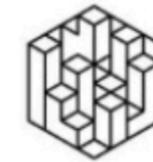
Most companies focus on data processing, business tagging OR visualization, but not all 3. Even fewer provide the technology and the consulting needed to properly use it.



#1 Competitor. Where so many challenges we solve start at.



Specialization on presentation layer without a focus on contextual data enrichment.



datorama  
A Salesforce Company

Model emphasizes many small costs, 3<sup>rd</sup>-party implementation and rigor in approach.



## OUR PARTNERS

# Partnerships are a competitive advantage.

Partners are critical to our platform expansion, feature prioritization, innovation agenda and critical to our ongoing success. We take pride in our ability to provide mutual value to partners, from running the first ads on Snapchat to helping partners build their API's.



### Client Partners

Our diverse set of over 200 direct and indirect (via agency) client partners includes agencies, publishers, brands and tech platforms. Several brands have moved from indirect to direct client partners. Our partners include brands like **VaynerMedia, Sanofi, and Conde Nast.**



### Technology Partners

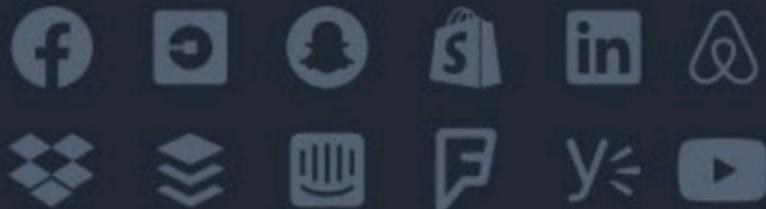
Having direct relationships across the technology ecosystem is critical to growth. From early stage betas to support access, our technology partners help us push our platform in features and function. We are also dedicated to providing value back to partners, including **LiveRamp, Roku, and IAS.**



### Platform Partners

From the largest platforms in market like **Google, Amazon and Facebook**, to niche players specific to a client, we work with all levels of scale. These partnerships are built on our reputation and ability to add value. Our team sits on advisory boards to several platforms, providing feedback and experience from our work with clients.





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