

Howdy 🖐️

Series B

The Problem

Modern marketers are desperate to track their brand awareness and understand the effectiveness of non-clickable marketing spend.

The rapid rise of acquisition costs and worsening ad measurement is forcing marketers to look for a new source of truth.



CNBC WATCH LIVE

TECH

The direct-to-consumer craze is slamming into reality

PUBLISHED MON, MAR 14 2022 8:00 AM EDT

Alex Kantrowitz WATCH LIVE

KEY POINTS

- Brands like Warby Parker, Stitch Fix, FIGS, and Allbirds pioneered a new form of retail, one that went "direct to consumer" — via the internet — instead of selling through established outlets.
- But now, a gloomy confluence of rising Facebook ad prices, worsening ad measurement, soaring shipping costs, newly-sober public markets, and smaller-than-anticipated customer bases are dealing DTC companies a harsh blow.

Inc. NEWSLETTERS SUBSCRIBE 🔍

ADVERTISING

The Cookiepocalypse Is Here. How to Get Back to Basics So You Don't Miss a Beat

Digital advertising was built on third-party cookies. Without them, this strategy is king. ↗

What gets measured, gets managed.

A lack of visibility into top of funnel metrics (like awareness) leads to short-term thinking and over-investment in performance marketing.

As a result, marketers are experiencing:

- massive increases in CAC
- worsening ad measurement
- slow growth and small customer bases

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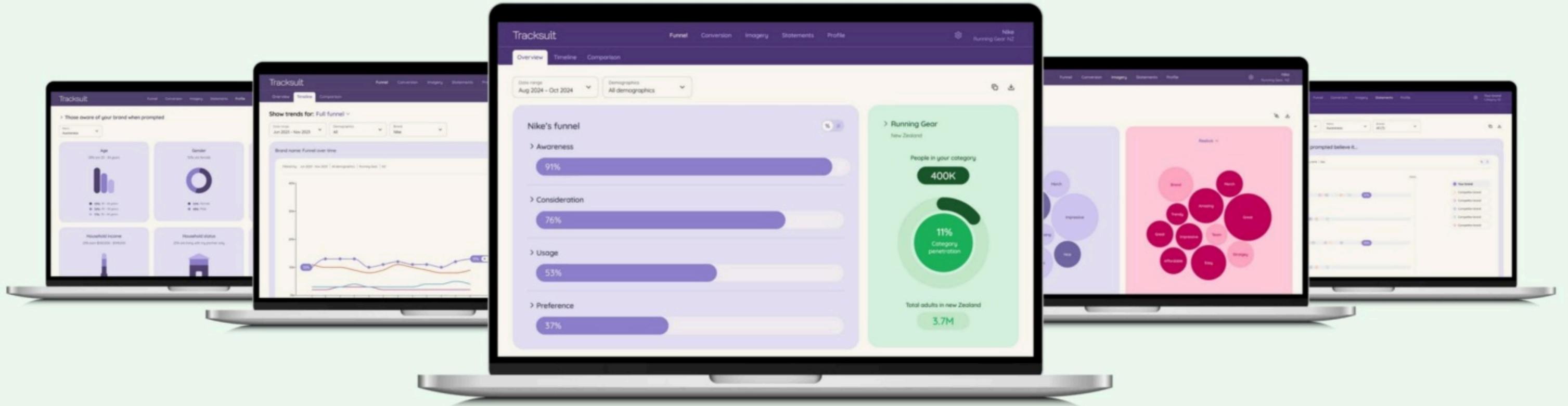
Companies without a strong brand eventually exhaust their existing demand, and because they haven't created any future demand by growing their awareness, their success plateaus.

2021 Facebook Research Group

Our Solution

Our Solution

Tracksuit



Beautifully designed and presented UI. Easy to use, understand and share.

We've reinvented the back-end of brand tracking to deliver incredibly robust measurement at a fraction (1/10th) of the cost of traditional tracking.

Beautiful, radically affordable, always-on brand tracking.

Updated daily, so brands know where they're at today, not 12 weeks ago.

Fundamental metrics of brand awareness, consideration and preference and brand attributes, measured against a key competitive set.

In five years from now...

Have our data in every boardroom

We achieve this by being the common language to measure and communicate brand

The Story

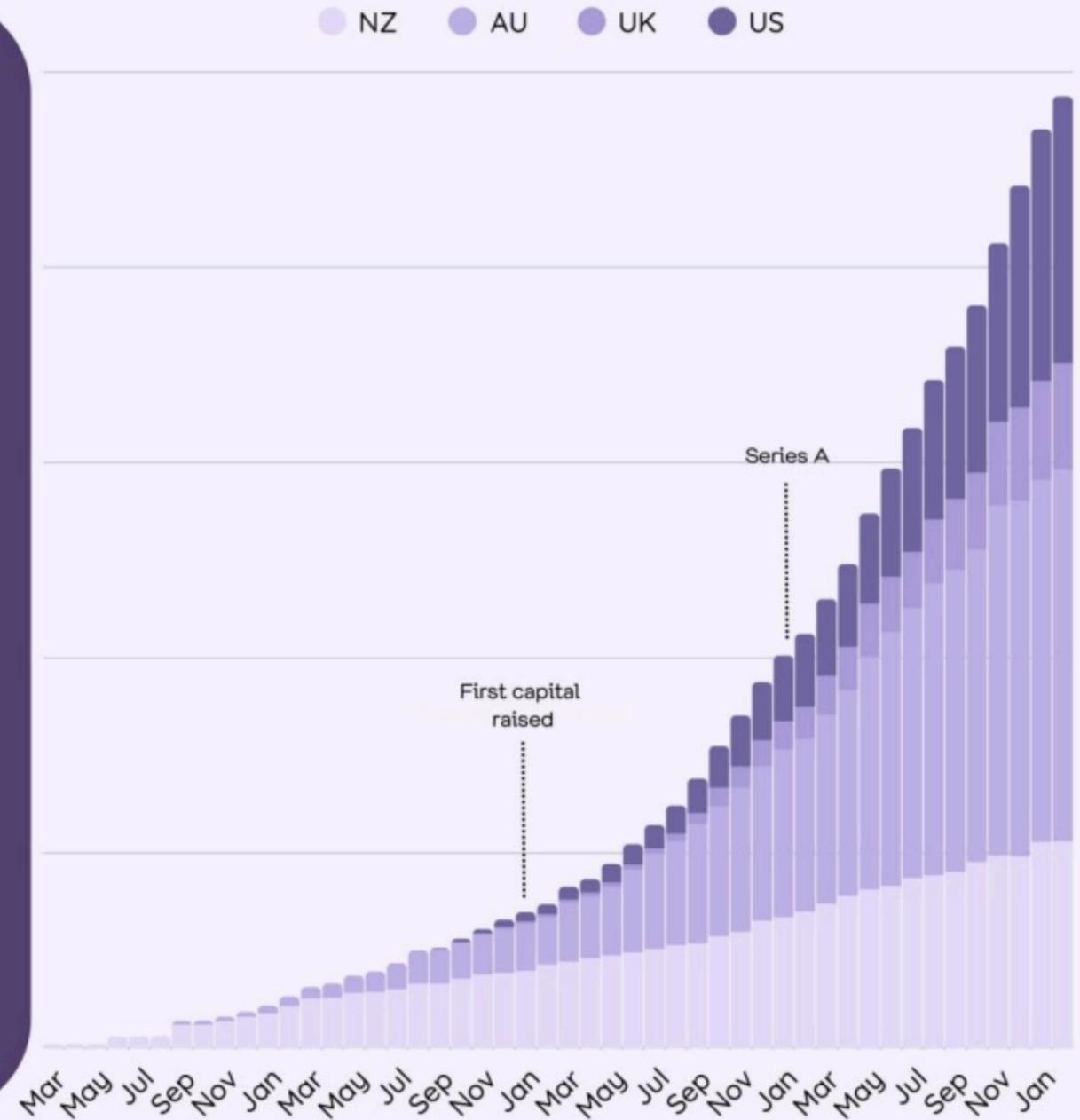
We've only burned

\$ **REDACTED** to get to

\$ **REDACTED** ARR (NZD)

48 months of Tracksuit

REDACTED



What's Next

In 2025...

1

Upgrade our foundations for the next stage of scale

2

Expanded use cases

3

Ease of use and next best action

4

Validate new products

What's Next

Tracksuit

80% of resource

20% of resource

Survey + data platform

Expanded use-cases

Easy to use

Efficient GTM

Multi product

Invest in our survey + data platforms to be able to launch:

To better allow marketers to answer additional questions related to brand health. Grow ACV.

Make it easier to get value from Tracksuit.

Ability to grow quicker + more efficiently.

Moving to a multi-product future with new data capabilities.

REDACTED

Advantage