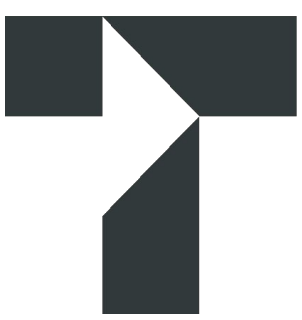

TrackStreet

PROTECT + GROW YOUR BRAND

About TrackStreet

- Founded in 2017
- Online Brand Protection
  - Market Visibility
  - MAP Enforcement
  - Amazon Analytics
  - Product Review Tracking
  - ….and more!
- TrackStreet
  - Discover - Everything going on in your online ecosystem
  - Manage - Customized retailer and distributor management
  - Enforce - Automation
- Overview Deck: https://drive.google.com/drive/u/1/folders/1P2LSm11P_klq1E9PBou4iD5x6cCPedJl

About TrackStreet

We help **protect + grow**
the best brands in the world

DOMETIC · Florsheim · ZEISS · SMUCKER'S · MIZUNO · THE CLOROX COMPANY

STEINER · SUPERfeet · Edelbrock · DAKINE · Carlson

PHILIPS · Jarrow FORMULAS · KICKER · MIDLAND · Panasonic

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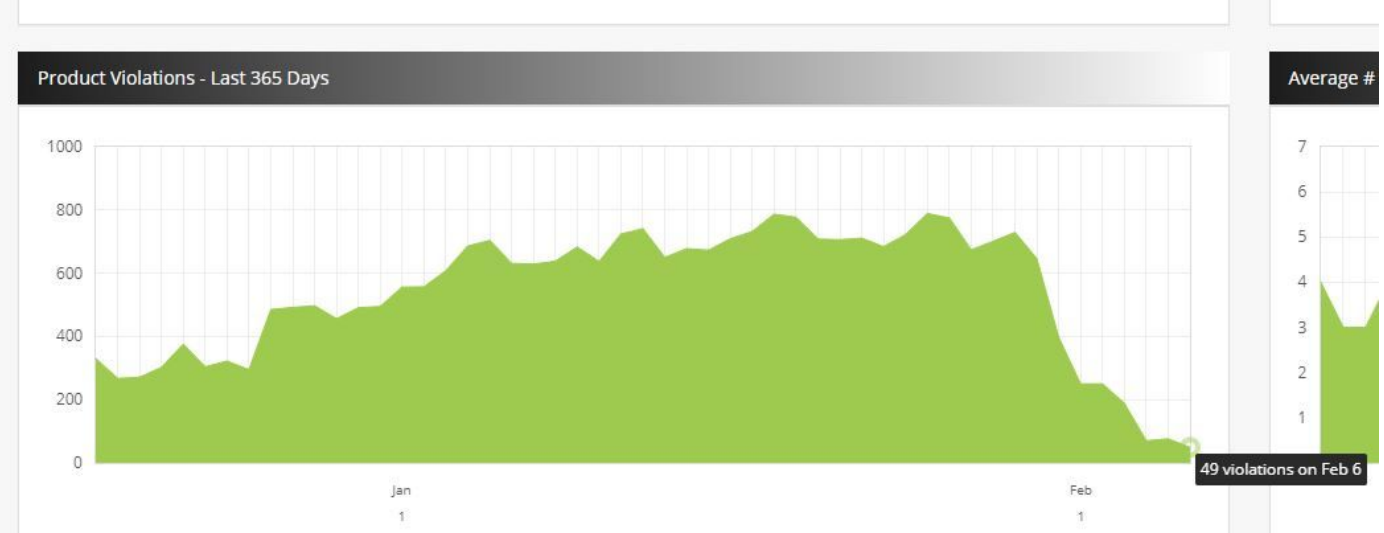
Customer Profile

- Company with large eCommerce presence
- Over 10 SKUs
- Have a MAP Policy or Resale Policy in place
- Have Budget - $3,000 Minimum (can come from different depts)
- Industries:
  - Apparel & Fashion
  - Firearms, Accessories, Hunting
  - Automotive
  - Health/Nutrition
  - Pet
  - Photographic & Optical Equipment
  - Marine, RV, Moto
  - Hand, Power & Lawn-care Tools
  - Electronics

Customer Feedback



"The results this week have exceeded our expectations. From over 700 violations in the market to under 60 is an impressive week. I appreciate all you're doing to help." - Dunlop

"With TrackStreet deployed, our sellers know there's an automated system watching every second of every day — and there's no way to hide from it."
- Madame Alexander

"TrackStreet reduced MAP Pricing Violations by 95%, saved 14 hours each week in policing retail pricing, and 60% growth in our brick and mortar retailers."
-Grizzly Pet Products

"We are seeing around 93% acquiescence of sellers in Mercury Marine brand and 86% in their Quicksilver brand thanks to what we've been able to do and automate for them." - TrackStreet Support Team

Personas

Who are our target people/what matters to them

- Sales Exec (Titles include: Director of Sales, VP of Sales, Sales Ops Manager, Business Development)
  - **Maximize revenue** across all sales channels. Protect relationships with all retail partners.

- *Purchase driver for Sales Exec - Complaints from other retailers (channel partners, often called 'tattletales' by those calling - those who are holding MAP and others are not, so they feel they are at a disadvantage. Many of their other Channel partners refuses to order until this is addressed. Especially painful when it's re-order time for next season or a new product launch.*

- *Feeling lack of control over their brand.*
- *It's being sold for whatever price, wherever it is being sold.*
- *Channel partner refuses to add something with insufficient margin or losing retailers.*

Personas

Who are our target people/what matters to them

- eCommerce (eCommerce Manager, Digital Marketing Manager)
  - **Drive online sales** and protect best online retail partners.

Purchase driver for eCommerce Manager - Information about online ecosystem. Actionable data for future online business activity. Wants to ensure that their own compliance does not result in lost sales; helps wholesale channel in having confidence that all channels are held to the same standards.

Personas

Who are our target people/what matters to them

- Marketing Exec (Brand Manager, MAP Administrator)
  - **Protect and grow brand equity** by preserving price. Avoid commoditization.

Purchase driver for Marketing Exec - Protect brand equity. Price is one of 4 marketing components/mix (price, product, place, promotion). Price erosion can fatally harm the health of the brand.

- *Also should be very interested in Review Tracking Module*

Top Competitors

1. ORIS
2. MAPPTrap
3. Numerator
4. BPA (Brand Protection Agency)
5. https://docs.google.com/document/d/1nPzPm49OWydpPJr3NO0emrX1jSWWn_1NmlN2OjgCWrY/edit

How TrackStreet Wins….

- There are over 3 million sellers on Amazon alone, TrackStreet adds 300-400 new profiles a day to our database
- Software crawls the internet several times a day, including the 5 Major Marketplaces and over 100,000 websites and captures screenshots that are linked to the merchant profile forever
- Customizable enforcements and escalation levels
- Most user friendly interface
- Most accurate data
- Investigators - Brand Protection Managed Services
- We track by UPC, which is also how we determine pricing, but we track all websites. Can also track by image and copy.

TrackStreet
PROTECT + GROW YOUR BRAND

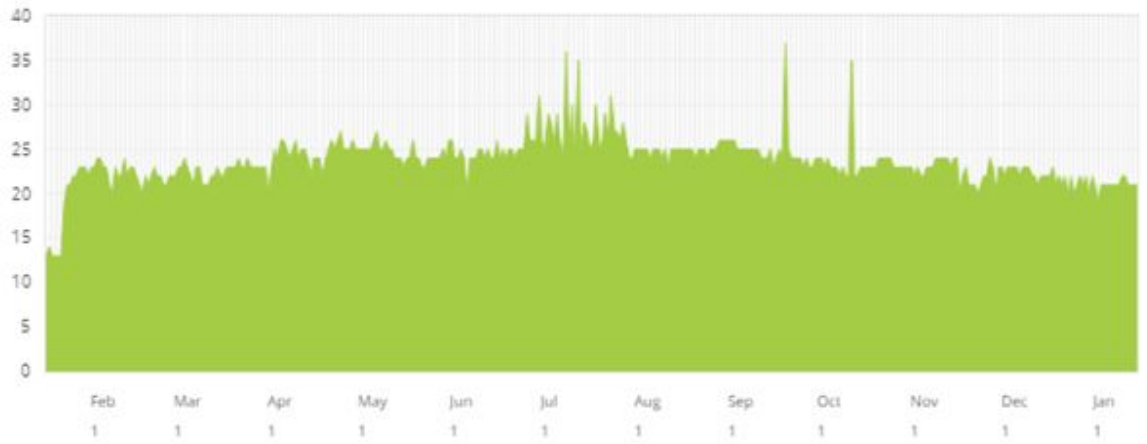
Display all records

Jared Thorson (Super)

Dashboard | Product Catalog | Market Visibility | Amazon | MAP Enforcement | Review Tracking | Content Check | Account Information

512	444	68	578	7	3
TOTAL MERCHANTS	MARKETPLACE SELLERS	RETAILER WEBSITES	PRODUCTS MONITORED	RETAILERS WITH VIOLATIONS	MARKETPLACES WITH VIOLATIONS

Average # of Products Listed per Merchant - Last 365 Days



Tracked Product Listings - Last 365 Days

Tracked Merchants - Last 365 Days

Notifications Sent - Last 365 Days

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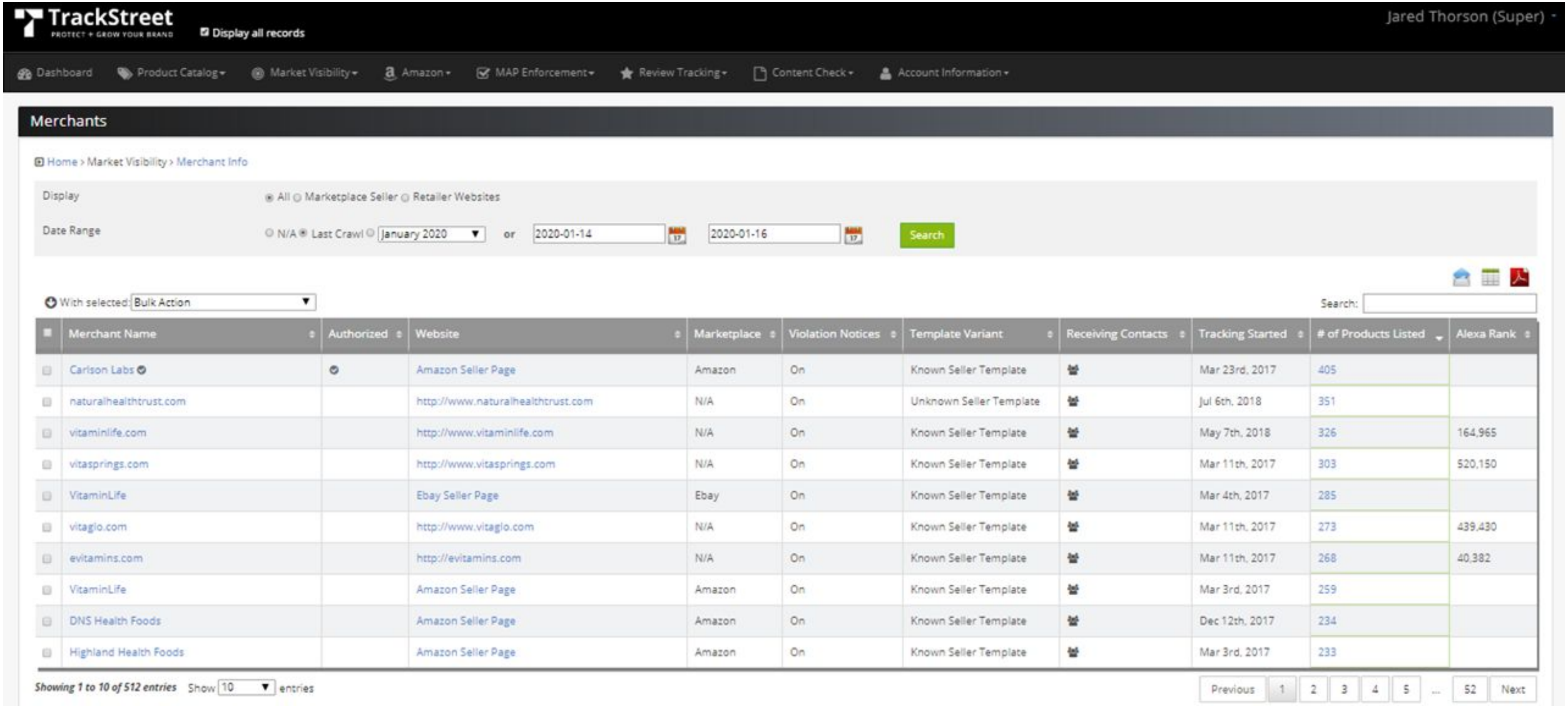

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Display all records

Jared Thorson (Super)

Dashboard | Product Catalog | Market Visibility | Amazon | MAP Enforcement | Review Tracking | Content Check | Account Information

Merchant Profile

Home > Market Visibility > Merchant Info > Merchant Profile

VitaminLife (Amazon seller)

Basics | Products | Violations | Seller Reviews

Overview

DBA Name:

Website: Amazon Seller Page

Internal Account Notes

Note added by **Marco Rodriguez** on 05/22/2017:

Selling Olive Your Heart for $13.99USD

Add New Internal Note

Do Not Sell Notes

Note added by **Jared Thorson** on 01/07/2019:

Account #108609 | Vitamin Life | James & JoAnn Kosek

Custom Tag 1:

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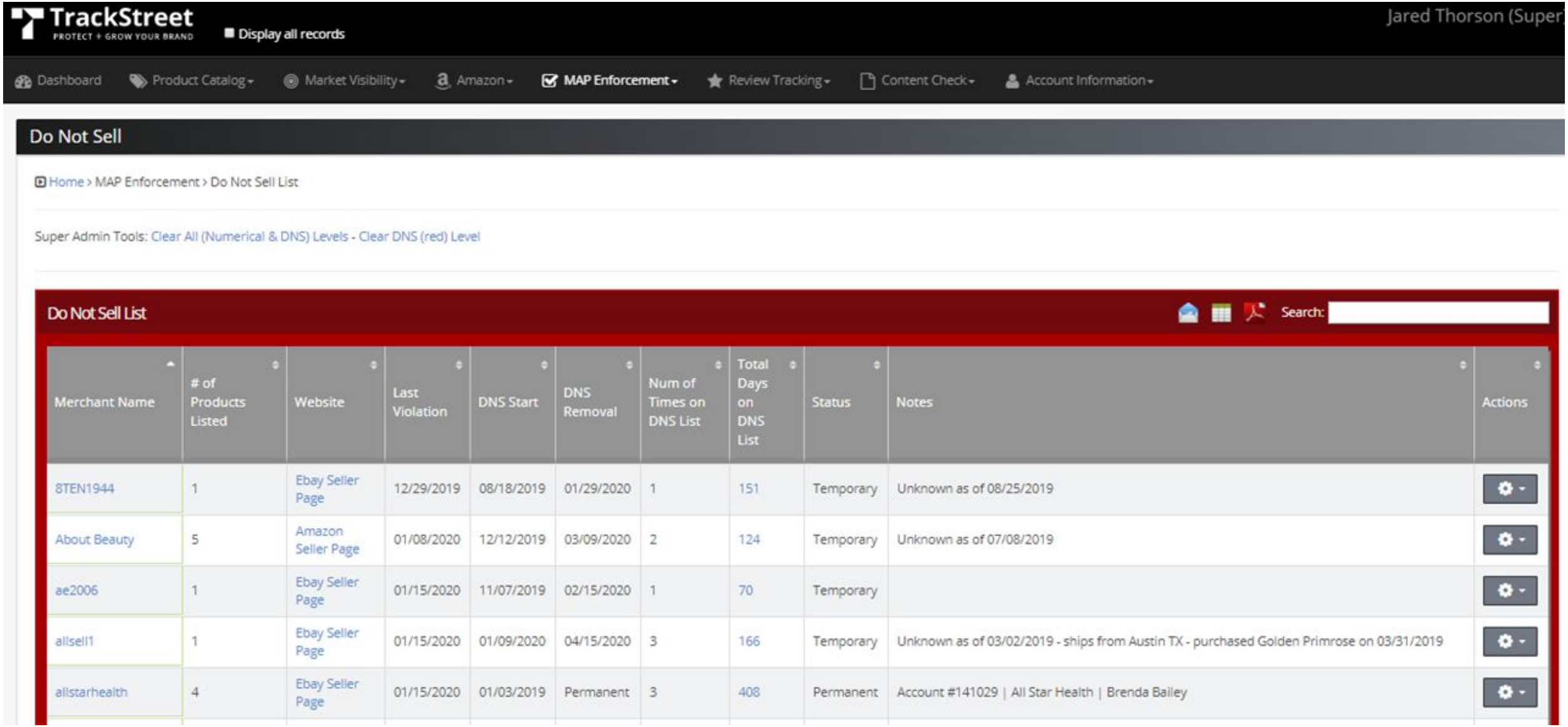

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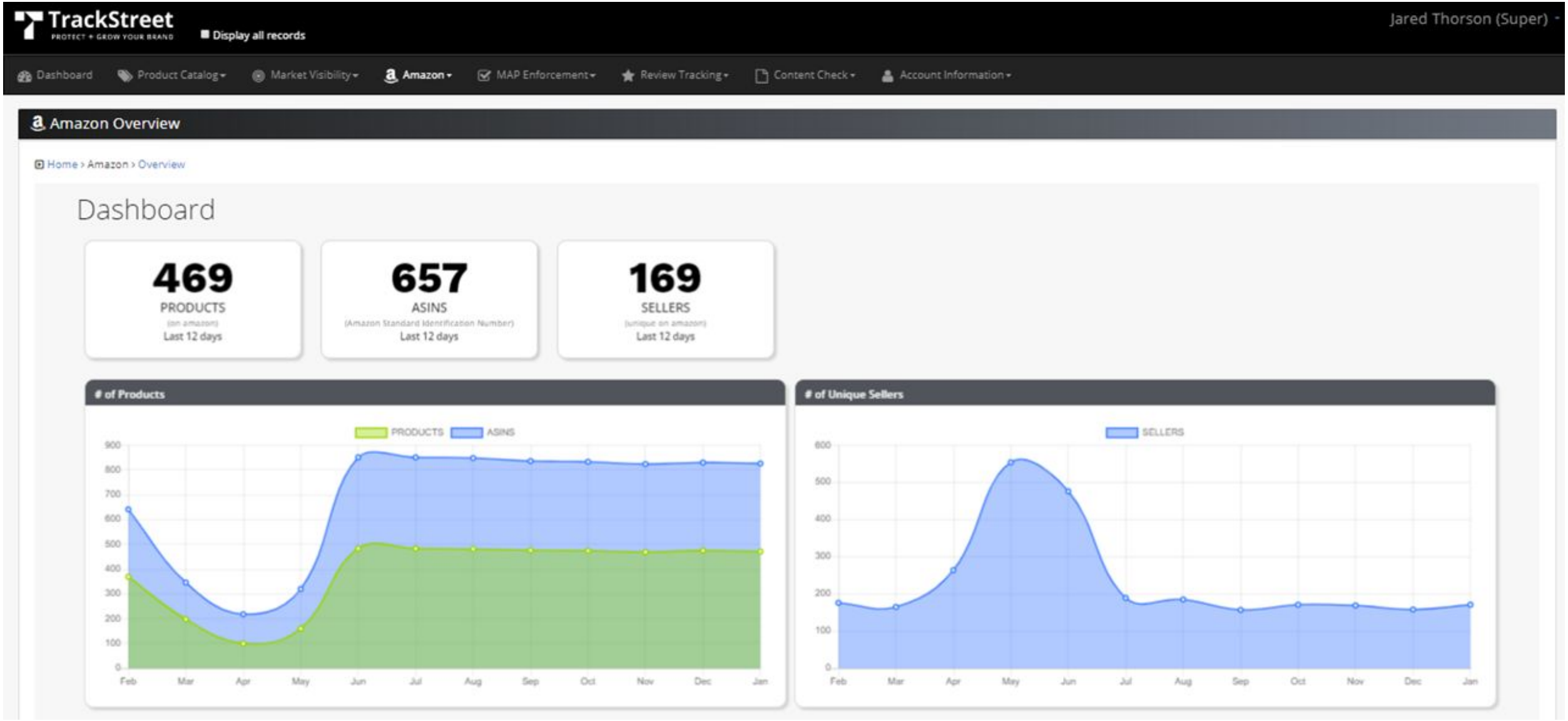

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TrackStreet – Pitch and Processes

- https://docs.google.com/document/d/1wMjkOOvDavgE5pBdV3dKJnQj0XpIng40EvQiLPPn-e8/edit
- Conversation Starters
- Finding the Right Person
- Features and benefits of Trackstreet's platform
- Competitive Differences
- Objection Handling:
  - https://docs.google.com/document/d/1d1mfiRAXJaRiyJ3ypXSWANAjkyjA7Je73G0-SVUc4o0/edit
- Next Steps - Scheduling a Demo, Confirming Demos
  - https://docs.google.com/document/d/1mz5yIPk6m6IwpavAZzeAaOh3RIpj4Eek13UVdxrZMoo/edit#

Q&A