

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_klq1E9PBou4iD5x6cCPedJI



About TrackStreet

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

 DOMETIC

Florsheim
SHOE COMPANY

ZEISS

SMUCKER'S

 MIZUNO

THE CLOROX COMPANY

STEINER 
Nothing Escapes You

SUPERfeet

Edelbrock

DAKINE

Carlson

PHILIPS

Jarrow
FORMULAS

KICKER

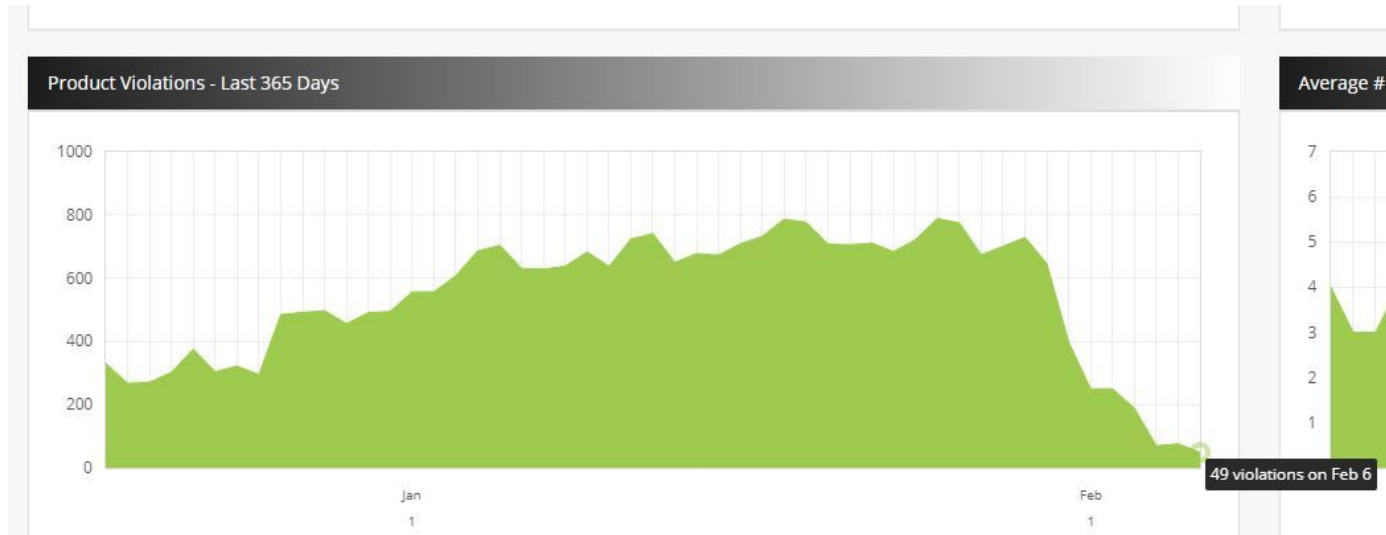
MIDLAND

Panasonic

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.

512
TOTAL MERCHANTS

444
MARKETPLACE SELLERS

68
RETAILER WEBSITES

578
PRODUCTS MONITORED

7
RETAILERS
WITH VIOLATIONS

3
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

Merchants

Home > Market Visibility > Merchant Info

Display All Marketplace Seller Retailer Websites

Date Range N/A Last Crawl January 2020 or

With selected:

Search:

Merchant Name	Authorized	Website	Marketplace	Violation Notices	Template Variant	Receiving Contacts	Tracking Started	# of Products Listed	Alexa Rank
Carlson Labs	<input checked="" type="checkbox"/>	Amazon Seller Page	Amazon	On	Known Seller Template		Mar 23rd, 2017	405	
naturalhealthtrust.com	<input type="checkbox"/>	http://www.naturalhealthtrust.com	N/A	On	Unknown Seller Template		Jul 6th, 2018	351	
vitaminlife.com	<input type="checkbox"/>	http://www.vitaminlife.com	N/A	On	Known Seller Template		May 7th, 2018	326	164,965
vitaspings.com	<input type="checkbox"/>	http://www.vitaspings.com	N/A	On	Known Seller Template		Mar 11th, 2017	303	520,150
VitaminLife	<input type="checkbox"/>	Ebay Seller Page	Ebay	On	Known Seller Template		Mar 4th, 2017	285	
vitaglo.com	<input type="checkbox"/>	http://www.vitaglo.com	N/A	On	Known Seller Template		Mar 11th, 2017	273	439,430
evitamins.com	<input type="checkbox"/>	http://evitamins.com	N/A	On	Known Seller Template		Mar 11th, 2017	268	40,382
VitaminLife	<input type="checkbox"/>	Amazon Seller Page	Amazon	On	Known Seller Template		Mar 3rd, 2017	259	
DNS Health Foods	<input type="checkbox"/>	Amazon Seller Page	Amazon	On	Known Seller Template		Dec 12th, 2017	234	
Highland Health Foods	<input type="checkbox"/>	Amazon Seller Page	Amazon	On	Known Seller Template		Mar 3rd, 2017	233	

Showing 1 to 10 of 512 entries Show 10 entries

Previous 1 2 3 4 5 ... 52 Next

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:

Do Not Sell

Home > MAP Enforcement > Do Not Sell List

Super Admin Tools: Clear All (Numerical & DNS) Levels - Clear DNS (red) Level

Do Not Sell List

Search:

Merchant Name	# of Products Listed	Website	Last Violation	DNS Start	DNS Removal	Num of Times on DNS List	Total Days on DNS List	Status	Notes	Actions
8TEN1944	1	Ebay Seller Page	12/29/2019	08/18/2019	01/29/2020	1	151	Temporary	Unknown as of 08/25/2019	
About Beauty	5	Amazon Seller Page	01/08/2020	12/12/2019	03/09/2020	2	124	Temporary	Unknown as of 07/08/2019	
ae2006	1	Ebay Seller Page	01/15/2020	11/07/2019	02/15/2020	1	70	Temporary		
allsell1	1	Ebay Seller Page	01/15/2020	01/09/2020	04/15/2020	3	166	Temporary	Unknown as of 03/02/2019 - ships from Austin TX - purchased Golden Primrose on 03/31/2019	
allstarhealth	4	Ebay Seller Page	01/15/2020	01/03/2019	Permanent	3	408	Permanent	Account #141029 All Star Health Brenda Bailey	

Amazon Overview

Home > Amazon > Overview

Dashboard

469

PRODUCTS
(on amazon)
Last 12 days

657

ASINS
(Amazon Standard Identification Number)
Last 12 days

169

SELLERS
(unique on amazon)
Last 12 days

of Products



of Unique Sellers



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/1mz5yIPk6m6lwpavAZzeAaOh3RIpj4Eek13UVdxrZMoo/edit#>

Q&A
