



TraQline goes beyond...

We provide marketing, consumer insights, product management, and others with strategic tools:

- Line review preparation
- Assortment planning
- Feature optimization
- Program tracking
- Competitive threat assessments
- Target customer identification
- New product development
- Price optimization
- Channel distribution strategy
- Purchase motivators
- Competitor Brand/Retailer mix
- Online strategy development
- Track local, regional, & national players
- Track new and emerging brands and outlets

TraQline Data - listen to your buyers & competitors' buyers

TraQline captures what your buyers and competitors actually did...and tells you why! There's no need to collect POS data from willing participants - we go right to the buyers of your products. You know exactly how you stack up and how your competitors stack up with today's consumers. With TraQline's trends, you can track your progress over time.

TraQline provides
**Retailer + Brand Share Trends,
Insights, and Consumer behavior.**

We collect information from
the actual consumers who buy your
products, categorizing information into
4 key areas:



**What
purchased**

Product,
brand,
features,
etc.



**Where
purchased**

Retailer name,
sales region,
online, etc.



**Who
purchased**

Age, gender,
marital status,
race, etc



**How
purchased**

Online, brands/
considered, stores
shopped, close
rate, gift, etc.

**This information provides you with unbiased,
complete up-to-date insights about your consumers
and competitors' strengths and weaknesses. It provides the
data necessary to diagnose, plan, track, and measure both
individual business elements and the total company.**