

Nurture Partner Spotlight

Meet Talia Hickey, Partnerships Lead, Tracksuit

So who are you, and what do you do?

Tracksuit is the common language for companies to measure, understand and communicate the value of brand. We provide the backbone for modern marketing teams to track what consumers think about their brand. We survey thousands of consumers weekly so that brands can track their consumer awareness, preference and usage across different demographics, while also benchmarking themselves against their competitors.

How do your services benefit scaling businesses?

A not-so-secret fact is that traditional brand tracking is expensive and built for enterprises, making it difficult to access and justify for scaling businesses. Built from best-in-class methodology, Tracksuit's beautiful, affordable, and always-on-brand tracking dashboard is 10x more cost efficient and 10x easier to action than enterprise level market research solutions. This gives businesses of all sizes the power to make data-driven decisions around brand marketing at a fraction of the cost of traditional brand tracking.



What's the special deal for Nurture clients?

Nurture clients get 50% off an annual brand tracking subscription to Tracksuit for the first year.

And what are you most excited about regarding this collaboration with Nurture?

We're most excited about helping scale-ups track the impact of their spend and grow their brands. When running an Out-of-Home campaigns, businesses can use Tracksuit to see the impact on brand awareness, consideration and preference and apply those learnings to future campaigns. What gets measured, gets managed, and Tracksuit provides a way to do that with brand marketing.

Find out more about what Tracksuit can add to your Out-of-Home activity by contacting [Joe](#) or [Connie](#) at [JCDecaux Nurture](#).