



Brand

Campaign

Innovation

Shopper

Consumption

## THE PLATFORM

# Fast and trustworthy. Most agencies make you pick one.

Delineate fuses research rigor with modern technology, to understand the Moments That Matter to your brand. Our Delineate Proximity Platform™ connects you to real consumers in over 130 countries, unlocking key insights to support your brand's growth.

## FIVE MODULES, ONE PLATFORM

|             |                                                                           |
|-------------|---------------------------------------------------------------------------|
| Brand       | A continuous read of your category entry points and brand funnel.         |
| Campaign    | See how your campaign is performing in real-time and evaluate brand-lift. |
| Innovation  | Track product launches and identify distribution and media opportunities. |
| Shopper     | Understand where and why consumers are purchasing.                        |
| Consumption | Evaluate when, where and why your brand is consumed.                      |

## AT A GLANCE

### Data quality

The highest rigor underpins the platform, ensuring real consumers

### Coverage

130+ markets, regional granularity, one platform

### Integration

Proximity API, BI & CDP connectors

### Support

Dedicated Client Partner

### How you engage

Track: 12-month continuous, daily data collection, reporting options; Test: one-off read

### Commercial model

Platform subscription, plus the modules you choose

"We fuse research rigor with speed, underpinned by modern technology, so brands can make decisions while it still matters."

James (JT) Turner, Founder & CEO

## YOUR PLATFORM TO UNLOCK GROWTH

Start with one module, build to more as the business needs them.

## Switching is easier than you think

Our proven methodology for tracker transition ensures a smooth result.

[Book a walkthrough](#)

# Brand

A continuous read of your category entry points and brand funnel.

## WHAT YOU GET ALWAYS-ON

- **Continuous brand metrics.** Awareness, consideration, usage, preference, perceptions and category attributes, tracked continuously and held stable for clean comparison.
- **Real-time weighting and anomaly detection.** Movements surface as they happen, with dynamic weighting that keeps the read trustworthy.
- **Dedicated Client Partner.** Real people interpret the moments that matter, not a support ticket.
- **Built-in flexibility for changing needs.** Add the question needed to respond to changing business or market needs.
- **Data where you need it.** Data connected to your business, at the cadence that drives decisions, connected over API.

### Not just a dashboard - your brand's operating system.

Lightweight trackers stop at a simple dashboard. Delineate underpins the business: first-class methodology with expert interpretation, flowing into the tools you already use through BI connectors and API integrations.

## BRAND AT A GLANCE

### Key Metrics

Awareness, consideration, usage, preference, perceptions, category attributes, and more

### Cadence

Daily, continuous fielding; held stable for clean comparison

### Reporting

Aligned to your needs; daily collection enables endless aggregation possibilities

### Answers

Is our equity moving, with whom, and why?

## WHAT YOU RECEIVE

Dashboard access, connectivity to your BI and data platforms, and expert-curated insights.

## CLIENT PROOF



"Delineate provided us with the methodology to collect, analyse and react to data in real time. It was new and fresh, a total revolution from our traditional annual tracking of yesteryear."

Yasmin Dufournet, Consumer Insights Director, Salomon

Once a year to daily tracking

## METHODOLOGY & DATA QUALITY

Daily methodology designed with specific quotas and real-time quality built throughout the process, to always ensure real consumers.

## USE CASES

Brand funnel performance

Growth driver analysis

Competitor benchmarking

Category entry point prioritization