



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](#)



Campaign

See how your campaign is performing in real-time and evaluate brand-lift.

WHAT YOU GET ALWAYS-ON

- **Continuous campaign metrics.** Claimed Reach & Frequency, Impact, Creative Performance, Asset Diagnostics, Call to Action Analysis, Brand Lift.
- **Competitor benchmarking.** Review your campaign performance through the lens of best in category or best in class, built with real consumer data.
- **Proximity 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.
- **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.

CAMPAIGN AT A GLANCE

Key Metrics

Reach, Impact, Creative Performance, Asset Diagnostics, Call to Action Analysis, Brand Lift, and Benchmarking

Cadence

Daily, continuous fielding; held stable for clean comparison

Reporting

Aligned to your cadence: daily, weekly, monthly or quarterly

Answers

Is my campaign being seen, and is it driving performance?

WHAT YOU RECEIVE

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

CLIENT PROOF



"I can say, at a minimum, we are able to increase the effectiveness of our campaigns by 25%, because we now have the ability to shape and adjust them on the fly."

Begonia Fafian, Global VP of Human Insights & Marketing, The Coca-Cola Company

25% more effective

METHODOLOGY & DATA QUALITY

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

USE CASES

In-flight campaign effectiveness

Course correction for under-performance

Channel optimization

Asset optimization

Campaign

[Book a walkthrough →](#)