

MORE THAN THE DIFFERENCE

TraQline® vs. Other Data Providers

	TRAQLINE*	RECEIPT-ONLY DATA PROVIDERS		POS PROVIDERS	THE DIFFERENCE TraQline delivers 18 Million More Durable Goods Consumer Surveys 11 Million More Receipt Data Panelists 30 Million More Clickstream Data Records 20+ Years More Historical Data
		OPTION A	OPTION B		
Description / Methodology	Comprehensive market data — surveys, receipts, clickstream, floor shops & more	Calculated receipt market share	Calculated receipt market share	POS register	
Sources	Consumer surveys, receipt, clickstream data, retailer websites, product SKUs	Consumer-submitted paper receipts (scanned), email receipts	Email receipts	Receipts from participating retailers	
Durables Survey Responses	18 million survey responses (600K annual buyer surveys)	0	0	0	
Representation	Survey is balanced to match U.S. census	73% female users vs. U.S. Census 51%	Unknown	Subset of retailers	
Receipt Panel Size	Over 12 million weekly active users	1 million active panelists	75K panelists	—	
Market Insights Delivered	Comprehensive market share, SKU insights, purchase behaviors, demographics, geographics, online trends & more	SKU insights, inaccurate market share data	SKU insights, inaccurate market share data	SKU insights, subset of market share	
Share Detail	100% coverage for each category, SKU share by category, channel, brand, and individual retailers	Limited SKU-level share	Very limited share	SKU share by channel for participating retailers only (if less than 3 retailers, SKU cannot be reported)	
SKU Database	36,000+ SKUs	None	None	None	
Retailer Market Coverage	100% coverage — all retailers, all brands	Selected retailers	Selected retailers	Participating retailers	
Historical Trend Data	24+ years	4 years	Limited	Limited	
Primary Focus	Consumer Durable Goods (Appliances, OPE, Power Tools, Consumer Electronics, Furniture, Kitchen & Bath, etc.)	Potato Chips, Toiletries, Bagged Goods (CPG)	Financial Services (publicly traded companies)	Footwear, Fast Food, Consumer Electronics	

* Represents one or more of TraQline products

[Learn more about our market data solutions](#)