

10 Questions Before You Buy a Brand Tracker

Score your current tracker, or any proposal on the table. One page, ten questions, ten minutes.

Tick one box per row. **Be honest about where your tracker stands today.** The pattern tells you more than any single answer.

THE QUESTION	LOW	MEDIUM	HIGH
1 How often do you get fresh results? Collection vs reporting frequency	Twice a year or annually ☐	Quarterly or monthly ☐	Continuous daily or weekly read ☐
2 What format is the data, and can it connect? Where the data can live	Static slides or a raw file ☐	A dashboard you log into ☐	API feed into your BI stack ☐
3 What can it answer beyond the funnel? Depth of business questions	Fixed funnel, same charts ☐	Funnel plus a few segments ☐	Segments, entry points, diagnostics ☐
4 How is respondent quality controlled? Fraud, attention, synthetic data	No visible controls ☐	Some fraud screening ☐	Layered checks, clear position ☐
5 How fast, and at what cost, to add a question? Real flexibility, not scope fees	Fixed; changes mean a fee ☐	Occasional, with lead time ☐	Near real time, no new scope ☐
6 Who uses it, and is the story consistent? Reach without contradiction	Only the insights team ☐	A few teams, shared by hand ☐	Broad access, one clear view ☐
7 Where is the sample from, how representative? Provenance you can audit	Opaque, asserted not shown ☐	Basic quotas, low visibility ☐	Transparent source and weighting ☐
8 When a number moves, can someone explain why? Signal, noise, and a human	Nobody can account for it ☐	You work it out yourself ☐	Explained, with an analyst ☐
9 Who is your insight partner after onboarding? Beyond the login	A ticket queue, no analyst ☐	Named contact, not a specialist ☐	Named category research partner ☐
10 What is the real cost over three years? Total cost, not sticker price	Low entry, extras appear later ☐	Base price plus paid extras ☐	Predictable total, scale included ☐

Mostly High means a tracker your whole organization will use. **Mostly Low** is a snapshot, not a decision tool: the methodology may be sound, but it is too slow, too isolated, or too hard to trust to change what the business does.

Built for the High column.

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