

# RetailTracker™ by EEDAR

RetailTracker™ provides a unique video-game specific service to publishers and marketers in monitoring promotional activity at key retail outlets in the United States and Canada.

Delivered via GamePulse<sup>R</sup>, RetailTracker provides weekly updates into share of voice and promotional intensity at title, retailer and publisher levels.

Reporting includes images of each promotion, the location, type and duration of each activity and detailed coverage of discount programs including cash incentives, pre-order enticements and trade-in offers.

Covering Wal-mart, GameStop, Target, Best Buy and Toys R Us, RetailTracker by EEDAR provides the most accurate look at the retail landscape for video games.

## KEY POINTS

- Covers Top 5 North American Retailers
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- Weekly Monitoring and Data Updates
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- Additional Coverage During Holidays
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- National Verification Program Ensures Broad Coverage and Reporting
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- Dynamic reporting tools allow title, publisher or retailer based analytics
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- Custom client reports delivered monthly

## YOUR EYE IN THE STORES

EEDAR's team of trained field representatives are in stores on a weekly basis capturing images and detailed information on each promotion running within covered retail outlets.

A sophisticated store rotation and verification methodology ensures all national campaigns are captured effectively and accounts for any potential variances in promotion turnarounds or inventory capabilities at individual store levels.

## HOLIDAY & ONE-OFF SALE COVERAGE

As the world's leading research firm for video-games, EEDAR understands the increased needs for visibility and accurate tracking of holiday window promotions throughout the year.

From midnight launches, to weekend mega-sales, EEDAR staff are on-site ensuring nothing is missed.

## RICH REPORTING & FAST DATA ACCESS

By delivering RetailTrack data via the GamePulse service, clients receive rich reporting capabilities including on-demand filtering of titles by features and promotional elements.

Data is updated weekly allowing for actionable decisions to be made on promotional needs and continuous assessment against consumer awareness, pre-order and purchase intent levels.

## PRICING

- RetailTracker..... USD \$25,000/qtr

## CUSTOM CLIENT REPORTS

At the end of each month you will receive a customized report highlighting retail promotional activity for your products alongside key callouts of titles which dominated during the same period or utilized unique promotional methods.

## TRACKED PROMOTIONS

RetailTracker has been developed in conjunction with channel sales teams throughout the industry. Promotions captured include:

- Apparel
- Bulk Stack
- Counter/Floor Mat
- Demos
- EAS Shroud
- Electronic Display
- Game Case
- Gift Card Display
- Interactive Display
- Literature
- Physical Product
- Poster/Sign
- Pre-Order Card
- Shelf Talker/Sign Rail
- Shipper
- Standee
- Sticker/Label
- Topper
- Tower

## PRE-ORDER PROMOTION & PACK-IN TRACKING

EEDAR tracks all pack-ins utilized as part of promotions. From figurines to posters, energy drinks to night-goggles. This in depth analysis is incredibly useful when planning out your activities and determining best ROI value propositions for your promotional strategies.



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