



TRAQLINE

PHOTO BEHAVIOR



What is TraQline Photo Behavior?

TraQline Photo Behavior is a monthly survey of consumers that measures their usage of photo products and services such as digital/film photography, printing, sharing, and other behaviors. We collect surveys from over 160,000 people annually.

TraQline provides information surrounding consumers' use of photography and categorizes it into 3 areas: *Taken Photos, Printed Photos, & Upload/Email/SMS Photos.*

All the above categories can be easily analyzed by demographics, behavior, satisfaction, etc.

This consumer information provides you with:

- up-to-date knowledge about your consumers and competitors' **strengths and weaknesses**
- **consumer's behavior** that was never before available
- data necessary to **diagnose, plan, track, and measure** both individual business elements and the total company

*TraQline information is the **most valuable kind of information** you can have because it captures what customers in the marketplace actually did and tells you why. What's so powerful is its ability to give you a total view of the market, whether the consumer printed pictures at a kiosk, printed them at home, or she uploaded photos to Facebook, Photobucket, or some other website.*

TRAQLINE USES

Because of its broad coverage and in-depth questioning, the TraQline Photo Behavior study can be used in many different ways. Variables can be crossed with other variables to answer the following:

Market Share

- What's my market share among photo lab printers?
- What's my market share among kiosk printers?
- How is my competition doing among the above groups?

Behavioral

- Are more people printing photos now than last year?
- How are people printing photographs? Online? Kiosk? In-Store?
- Are my new kiosks in the Northeast driving more of their fair share than those older kiosks in the Southeast?
- What's the percentage increase in # photos taken with a digital camera in the past 2 years?

Demographics

- What are the demographics of those consumers printing photos? How has that changed?
- Are the people uploading their photos to Facebook different from those printing photos from Photobucket? What about printing in store?
- Do demos of people taking photos differ by region?
- What's the avg income of Walmart kiosk printers?
- What's the avg age of Facebook uploaders? How is that changing?

Satisfaction when printing

- Overall, how satisfied are our customers vs. our competition?
- How satisfied were customers with the quality of each competitor?

These are just a few of the questions that can be answered with TraQline's photo behavior study. The possibilities are endless!

INFORMATION DELIVERY

Just **weeks** after the end of the month these customized reports are available from our powerful, yet east to use secure website. You receive:

- Unlimited seats means as many users as you want
- 24/7 access to only your information from anywhere in the world
- Both standardized and customized reports

TraQline's **Interactive Analysis Section** provides an **immediate** way to get answers to all of your questions, from simple to complex. It contains a reporting tool that allows you to retrieve answers to every question asked about photo behavior. These answers are presented via an easy-to-use interface that allows you to analyze the relationship between any two variables (e.g. How do photo uploads differ across household income?).

So, if there is suddenly a question about **consumers, competitors, behavior, or shares, the information is available instantly** by using the **Interactive Analysis Section**.

*No asking for help! No wasted time!
No red tape! It's incredibly powerful
and unbelievably easy to use!*

STATISTICAL RELIABILITY AND CONSISTENCY

Not all numbers are created equal. TraQline's Dashboard Reports identify both how much something has changed and the **statistical reliability** of the change.

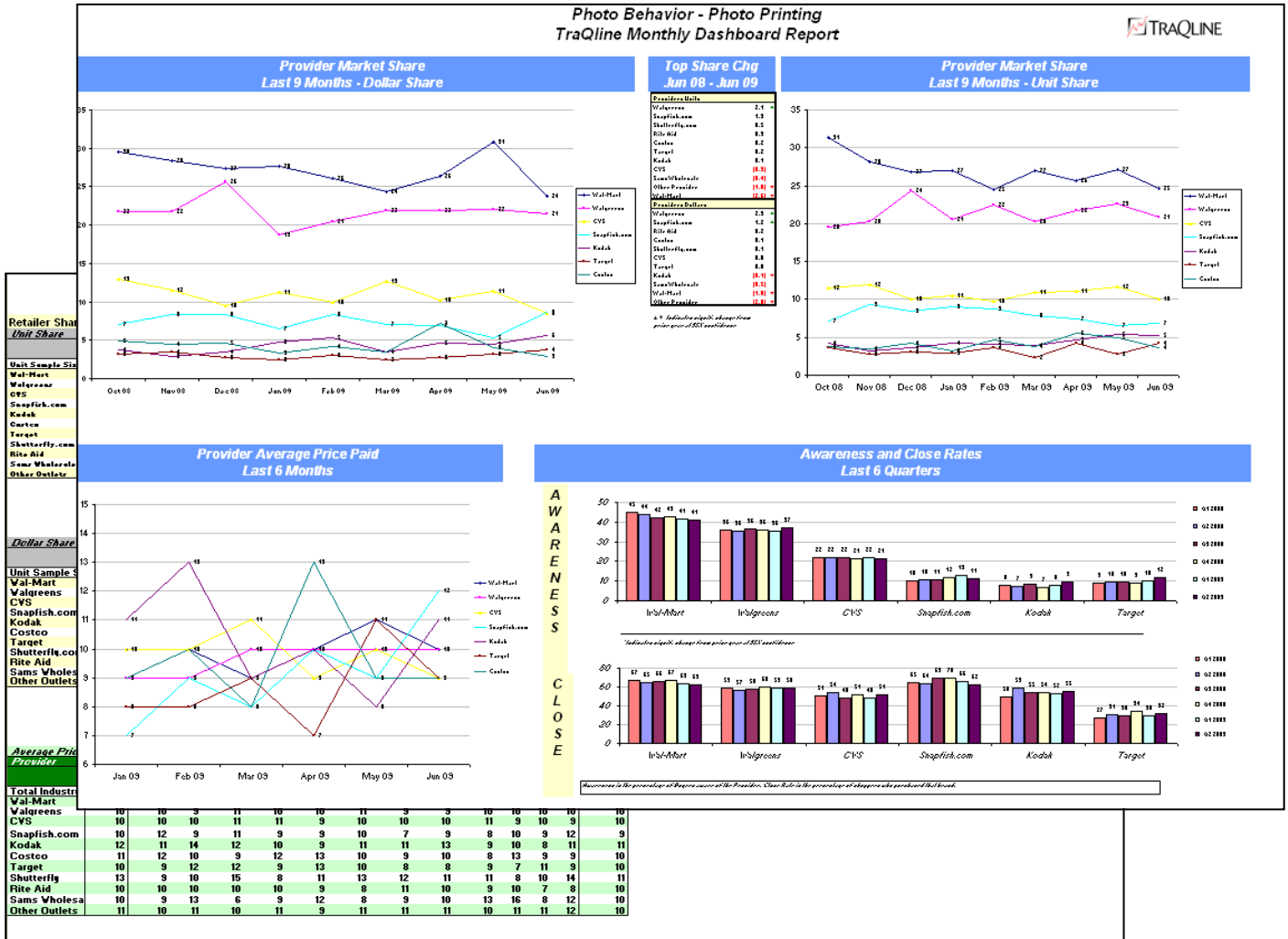
Numbers can't be compared if they aren't consistent. The Stevenson Company builds on its **years of experience** with tracking surveys to ensure that the **survey remains consistent** through time. This means that it is critical to:

- **Monitor the sample each quarter**
We partner with the most reputable companies in the sampling industry. Together we ensure the types of respondents are representative of the U.S. population.
- **Maintain a consistent methodology**
TraQline's internet methodology has remained unchanged since the inception of the survey.
- **Consistent ownership & management**
TraQline has been managed by the same manager and owned by The Stevenson Company since inception.
- **Validate the data**
We are constantly working with our customers and research analysts to validate the data versus real world results.



TRAQLINE REPORTING

While TraQline provides an interactive tool to allow for nearly limitless analysis, you will also find reports that provide you with critical information about the marketplace. For example, you will find a sample of the photo printing dashboard below.



Additionally, we can create custom reports based on just your specifications. The team at The Stevenson Company are experts at creating reports that meet the needs of your team and your company.

COST

Unlimited access to TraQline Photo Behavior's monthly updates, all relevant history, training and support, website access and reporting is provided for \$45,000.

The TraQline Photo Behavior study provides you with the critical information you need to understand the market and its trends and make actionable and reliable decisions as the marketplace changes!