

confidential

DataTracker

A Quarterly Report for the Direct Selling Industry

Available Only to Participating Member Companies



Direct Selling Association
1667 K Street, NW, Suite 1100, Washington DC 20006-1660
Tel: 202.452.8866 | Fax: 202.452.9010

DSA's quarterly DataTracker service is designed to provide participating direct selling companies with timely information on how they and their peer groups are performing in the marketplace. Developed exclusively for DSA members, the DataTracker survey reports net sales, new recruits, order size, and number of orders processed each quarter and year-to-date. Additionally, it assesses quarterly changes in salesforce dropout rate and salesforce productivity, and provides companies' upcoming sales expectations. ***New to 2016, the DataTracker report introduces industry-wide estimates of quarterly industry size and growth.***

Methodology

DataTracker reports its findings based on a robust sample of companies that commit to participating for the full year. This sample is established such that the participating companies are a good representation of the whole industry. Holding the survey participants constant throughout the year ensures better comparability and consistency of the results across quarters.

Because some companies may not wish to reveal actual sales and/or recruiting figures, DataTracker deals in percentages, making it easy for any company – public or private – to respond. Members may complete the DataTracker questionnaire online or in hard copy using the forms DSA provides.

Schedule

DataTracker is conducted quarterly, fielded about three weeks following the close of each quarter.

Eligibility

All DSA members are eligible to participate in DataTracker. Beginning in Q1, DSA sends out an invitation to participate in DataTracker for that whole year, and only companies that commit to a full year of participation may contribute to the report. Quarterly DataTracker results are provided immediately for free only to those companies that participate in the service. Each DataTracker results report is distributed to all executives of record who are affiliated with participating firms.

How to Participate

To opt into DSA's DataTracker service at the beginning of the year, members must contact our Market Research Manager, Ben Gamse, at bgamse@dsa.org.

Return on Investment

- Each DataTracker results report includes information on key performance measures within direct selling companies including net sales, new recruits, order size and orders processed.
- Data allows for timely comparison tracking.
- The report provides direct seller turnover and salesforce productivity rates.
- The report compares direct selling's results with selected U.S. economic indicators.
- Performance indicators are broken down by sales volume categories, sales approach (party plan vs. person-to-person), company age (founded before 2000 vs. founded after 2000), and product category.
- Respondents report on their sales predictions expected during the next quarter.
- DataTracker provides answers to two qualitative/outlook questions on a rotating basis.
- Each DataTracker report contains an easily understood Glossary of Terms for data reported in each issue.
- DataTracker reports actual, unidentified responses so that participants can evaluate and gauge the relative impact of large positive or negative responses on the overall results reported.

Questions or Comments?

Member companies can request new areas of inquiry for upcoming industry research by emailing our Market Research Manager, Ben Gamse, at bgamse@dsa.org.