



INSTANT ACCESS TO WHO BUYS WHAT, WHERE AND WHY

GfK's Consumer Insights Engine connects traditional market research, behavioral data and advanced analytics in a single integrated platform.

Saturating demand, shorter product life cycles, the increasing importance of digital channels, increasing competition and declining prices means there is increasing pressure on Product, Marketing and Sales Managers to deliver. In this demanding and fast-paced environment, an understanding of consumers in relation to the following business questions is crucial to success:

- How do consumers get from the realization of a need to the point of purchase? (CONSUMER JOURNEY)
- Who is the purchasing consumer in a particular category? (CONSUMER LANDSCAPE)
- How do these consumers group together for targeting? (CONSUMER SEGMENTATION)
- And how will these consumers and their needs change in the next 5–10 years? (CONSUMER TRENDS)

Day-to-day business often does not leave enough time for ad-hoc surveys to answer these highly important questions – business decisions need to be made quickly, i.e. insights are needed as soon as the question is asked and not weeks later: GfK's Consumer Insights Engine is the industry's most comprehensive platform for accessing category-relevant consumer insights, across all key business questions, instantly via our integrated platform.

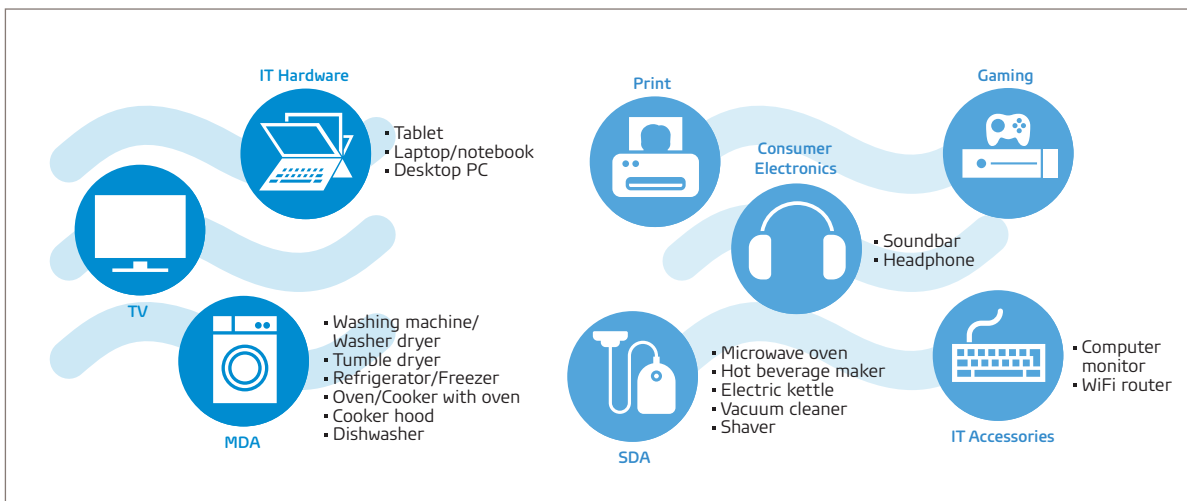
What makes the Consumer Insights Engine unique is its high credibility achieved through integration with GfK point of sale data, comprehensive capture of both online and offline consumer behaviors across all your brand touch points, all delivered on a digital platform empowering you to access insights in minutes – via laptop, tablet, or smartphone.

The Consumer Insights Engine is built on a foundation of point of sale data – unique to GfK. We use this data to calibrate online and offline behavioral data feeds and comprehensive mobile enabled survey data. This is all fused together

through our AI engine to enable you to make the decisions that impact your business.

In 2018, the Consumer Insight Engine is available across 13 markets and 21 categories.

Focusing on key categories within tech and consumer durables



13 of the biggest global markets are planned for 2018 roll-out



Your companies' footprint not covered? There are further markets and categories to come in 2019.

Please get in touch:
 Robert Wucher
 robert.wucher@gfk.com | T +49 911 395 2523
 Mathias Friedrichs
 mathias.friedrichs@gfk.com | T +49 911 395 4698

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.