

DRIVE YOUR ONLINE SALES

with powerful price and promotion analytics

The challenge

The competition on product pricing and promotions has become hotter than ever, as shoppers make active use of online pricing information to find the best deals and product categories become increasingly cannibalized; with e.g. smartphones offering camera features and smart TVs including Internet capabilities such as built-in web browsers.

Add to this the extreme time pressure Product / Pricing and Category Managers at manufacturers and retailers are facing to meet daily demands; to find the most relevant information to answer their key business questions: How does the pricing of my products compare to my competitors? Are competitors running more successful promotions? What do I need to do to my pricing to be in line with my competitors, or to ensure I am following my pricing strategy? How can I best use the historical information available to estimate what I should do next e.g. defend market shares, go for higher margins, or wait?

To succeed, retailers and manufacturers need access to high quality data on a frequent basis

(both at the office and when travelling), so they can:

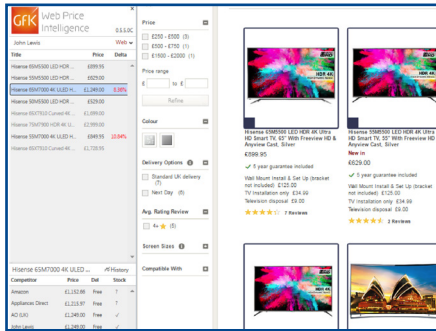
- **Make informed price, stock and promotion decisions**
- **Act fast on competitor activities**
- **Use the latest insights to support negotiations**

The solution:

Drive your online sales with GfK Online Pricing Intelligence

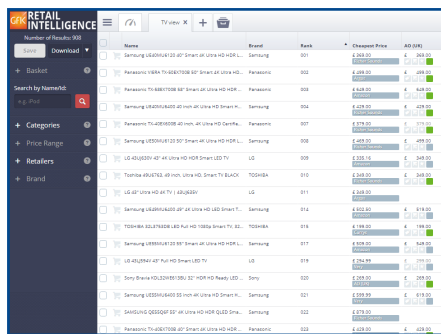
GfK Online Pricing Intelligence is an end-to-end software solution, which means there is no need for IT to set anything up – all you need is a web browser and login details to get started. Developed with Product / Pricing and Category Managers in mind, but is also invaluable to many stakeholders within your business (e.g. Purchasing Managers, or Account Managers), GfK Online Pricing Intelligence provides individual item-

level price details for a competitive set and an unlimited number of users – defined by you. And the solution's tools are tailored to your specific needs, too:



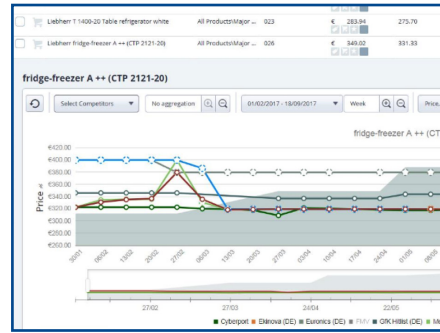
Web Price Intelligence (browser plug-in)

With this tool you will gain fast (competitor) insights on key price / promotional data; using your own website to analyze prices on other retailers (e.g. Category Managers), or track stock levels and delivery costs at your retailers (e.g. Product Managers). You can also view historical data – up to 90 days – for a chosen time period, to help you better plan for future price promotions.



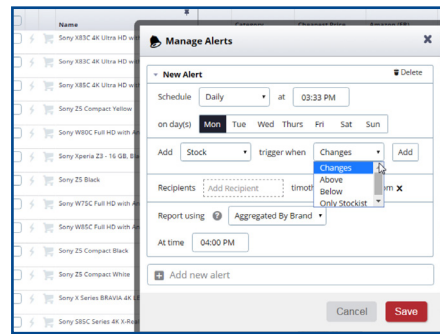
Retail Intelligence (dashboard)

A customizable dashboard for detailed analysis on your own products vs. the market; Retail Intelligence is available exclusively with GfK's world leading POS data for technology and consumer durables industries. With an easy to manage grid view including price, promotions, stock and product star ratings, you decide which competitor retailers / brands you want to compare to.



Historical analysis (trend chart)

This chart will help you to understand what happened in the past to plan better for the future. Features include trended product sales units matched to price and promotion, the ability to view up to 15 months' historical data, week by week, and a convenient download function to easily add charts to your presentations.



Personalized alerts (e-mail)

Sent straight to your inbox whenever there is an important change, this tool allows you to easily keep track of promotion, stock and other movements. Completely flexible based on the view you want to be updated on, it only takes minutes to set up an alert.

With an exclusive category / market view with GfK data from the world's largest POS panel for tech / consumer durables, a user-friendly interface optimized for both web and desktop usage and timely updates (up to every hour), you will be in a strong position to drive your online sales with powerful price and promotion analytics. Fast.

Questions? Contact your dedicated Client Business Partner in Germany or reach out to David Kaufmann:

David Kaufmann
david.kaufmann@gfk.com
T +49 170 482 7221

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".