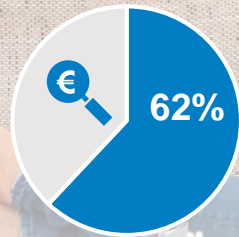


# Data-driven marketing in action: Insights & recommendations with one click

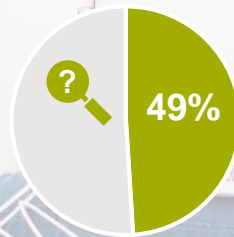


**But let's not forget about the importance of price!**

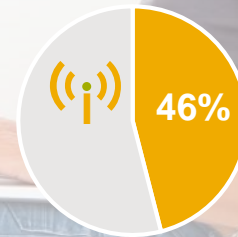
Searching for the best price is the top global internet activity<sup>1</sup>



Searching for the best price



Check for general information about products/services



Finding products and services I want



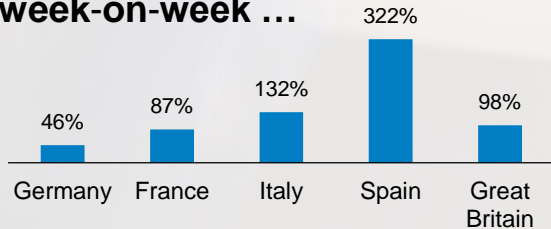
Purchase a product or service

<sup>1</sup> Averages of all Tech and Durables product categories: Smartphone/cell phones, SDAs, MDAs, TV & video devices, Audio devices, Wearables, Computing  
 Source: GfK FutureBuy, 2017 | Q13 "Which of the following shopping activities have you engaged in while shopping over the past 6 months using the internet?"

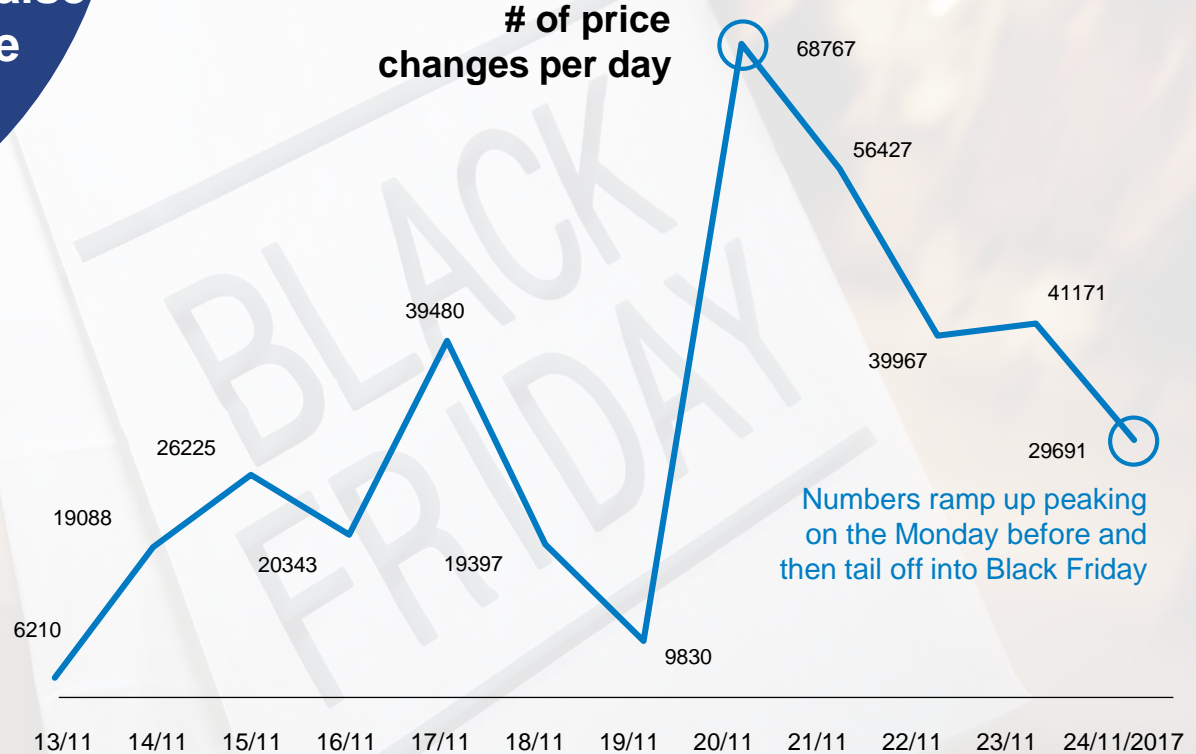
# Black Friday massively increased price changing activities - special events raise price awareness & generate sales

Example UK: price changing behaviour across key retailers in tech & durables categories

## Sales growth week-on-week ...



## # of price changes per day



As well physical retailers show increasing flyer and price off promotions



# of products in flyers, 2017 vs. 2016

SDA: +24%


Telco: +28%

MDA: +6%

IT: +7%

CE: +5%

Source: IFR Total Market monitoring - # of products in flyers weighted by numbers of outlets

A young man with short, light brown hair and blue eyes is sitting at a table, looking out of a window. He is wearing a light blue cardigan over a white shirt. His hand is resting on his chin in a thoughtful pose. The background is a blurred cityscape at night, with lights from buildings and streetlights visible through the window. A glass of water and a smartphone are on the table in front of him.

**Why does all  
this matter?**

# Welcome back, Marcus!

Marcus – Marketing Manager for a TV manufacturer



- He oversees sales planning, **pricing (incl. promotions), both the online and offline** product channel distribution and advertising spend (incl. media) for **major product lines**.

- “I want to make **the right decisions quickly** based on more than a good feeling or past precedents, so that I can **better control** the short and long-term success of my **price promotions**”

# Marcus' price promotion challenges



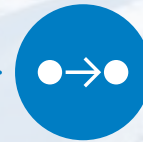
Be able to **quickly evaluate the performance** of his price promotions



Has many **disconnected data from different sources**



Lacks guidance on **what to do to optimize** his next price promotion



Wants to easily **benchmark against competition** and understand what's working well



To have a **robust basis for his marketing/product planning**

**The solution?  
GfK's Price  
and Promotion  
Optimizer**

**For**



**Marketing  
Managers**



**Product  
Managers**



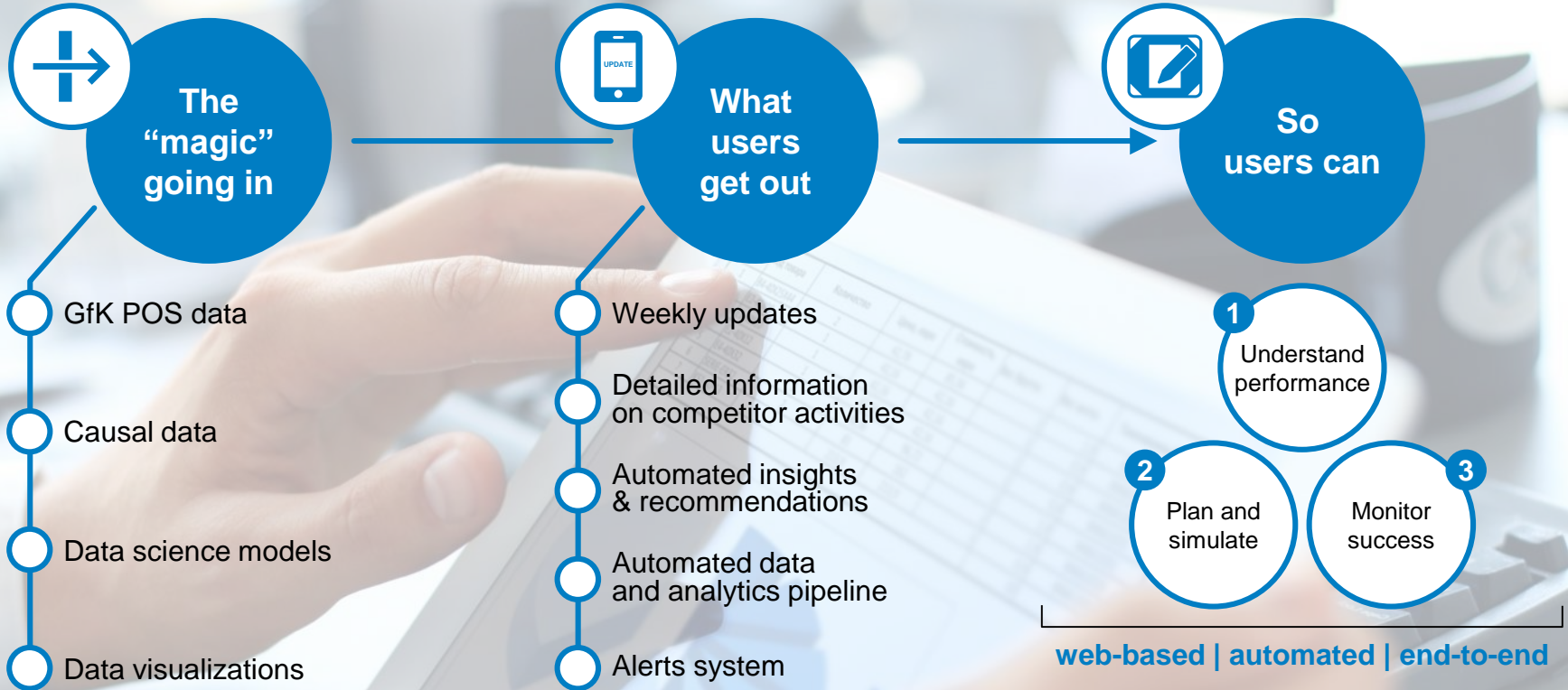
**& Category  
Managers**

**working in the consumer durables space**



# The solution?

GfK's Price and Promo Optimizer



# Why GfK Price and Promotion Optimizer?

1. Understand performance

2. Plan and simulate

3. Monitor success

Syndicated approach, subscription based

User centric, co-developed, easy to use

Consistent measure based on POS data

End to end, digital solution

Instant results, access 24/7

Descriptive, predictive and prescriptive

## Your contacts



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# Thank you for your kind attention!

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