AI@work: Next level insights for market research

Management Summary

Key Challenges

- There is a huge hype around artificial intelligence (AI). It is becoming a more important element of marketing and market research – but what is actually the benefit of AI? Does AI automatically deliver the right results and deeper insights?

GfK Approach

- **GfK NeXT is an R&D space which** demonstrates our vision of a harmonized delivery platform of the future, powered by AI algorithms.
- NeXT is the way we plan to provide insights and relevant answers to key business questions in marketing, sales and product development going forward.
- AI allow us to leverage the vast amount of trusted data sourced by GfK and 3rd parties, analyzing and combining it.
- This way GfK creates indispensable, predictive market and consumer insights and recommendations going forward.

Key Take-Aways

- GfK believes that the future of AI in marketing and market research is achieved by combining a strong proven point of view (e.g. from behavioral economics) and latest techniques for faster but quality answers.
- GfK NeXT brings data sources together – an integrated ecosystem of data and analytic solutions for better business decisions.
- Collect and process, connect and integrate data for actionable and richer insights fueled by AI.

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