

New ways to consumer insights: How to grow in mature markets

Management Summary

Key Challenges

- Saturating demand, shorter product life cycles, proliferation of digital channels, fierce competition and declining prices mean there is increasing pressure on Product, Marketing and Sales Managers in the consumer durables industry to deliver.
- In this demanding and fast-paced environment, a thorough understanding of consumers journeys is a prerequisite for growth: Who buys what, where and why?

GfK Solution

- **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 an integrated platform empowering clients to access insights in minutes – via laptop, tablet, or smartphone.
- What makes the Consumer Insights Engine unique is its unparalleled credibility achieved through integration with GfK point of sale data, comprehensive capture of both online and offline consumer behaviors across brand touch points – all fused together through an AI engine.

Key Take-Aways

What clients value the most about GfK remains untouched – but at the same time GfK is transforming for the digital age and our clients' benefit:

- From data in silos to database-agnostic integrated insights for better business decisions.
- From human intelligence only to AI with 'human inside' for faster business decisions.
- From one-off custom ad hoc to syndicated tracking (for selected categories) for tighter integration with clients business reality.



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

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Your contacts



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