

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

Management Summary

Key Challenges

- Consumers always want to get the best deal - due to online, prices are transparent and consumers well-informed
- To attract consumers, retailers promote special events (e.g. Black Friday) and increase price promotions
- How can price managers get better control, reduce complexity and allow fast and fact-based decision making by applying data-driven solutions?

GfK Solution

- GfK Price & Promotion Optimizer (PPO): user-centric end-to-end solution applying POS data, data science models and user-focused visualization
- Weekly update, alert system, KPI dashboard, automatic recommendations, simulator ...
- Understand the performance of products, planning & simulation, monitoring success

Key Take-Aways

- User-centric, digital end-to-end solution
- Syndicated approach (based on GfK POS data)
- 24/7 access, immediate results
- Descriptive, predictive and prescriptive



Stay tuned, official launch of first categories and modules will be in September 2018

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