

# 6 reasons why you need weekly Point of Sales (POS) insights



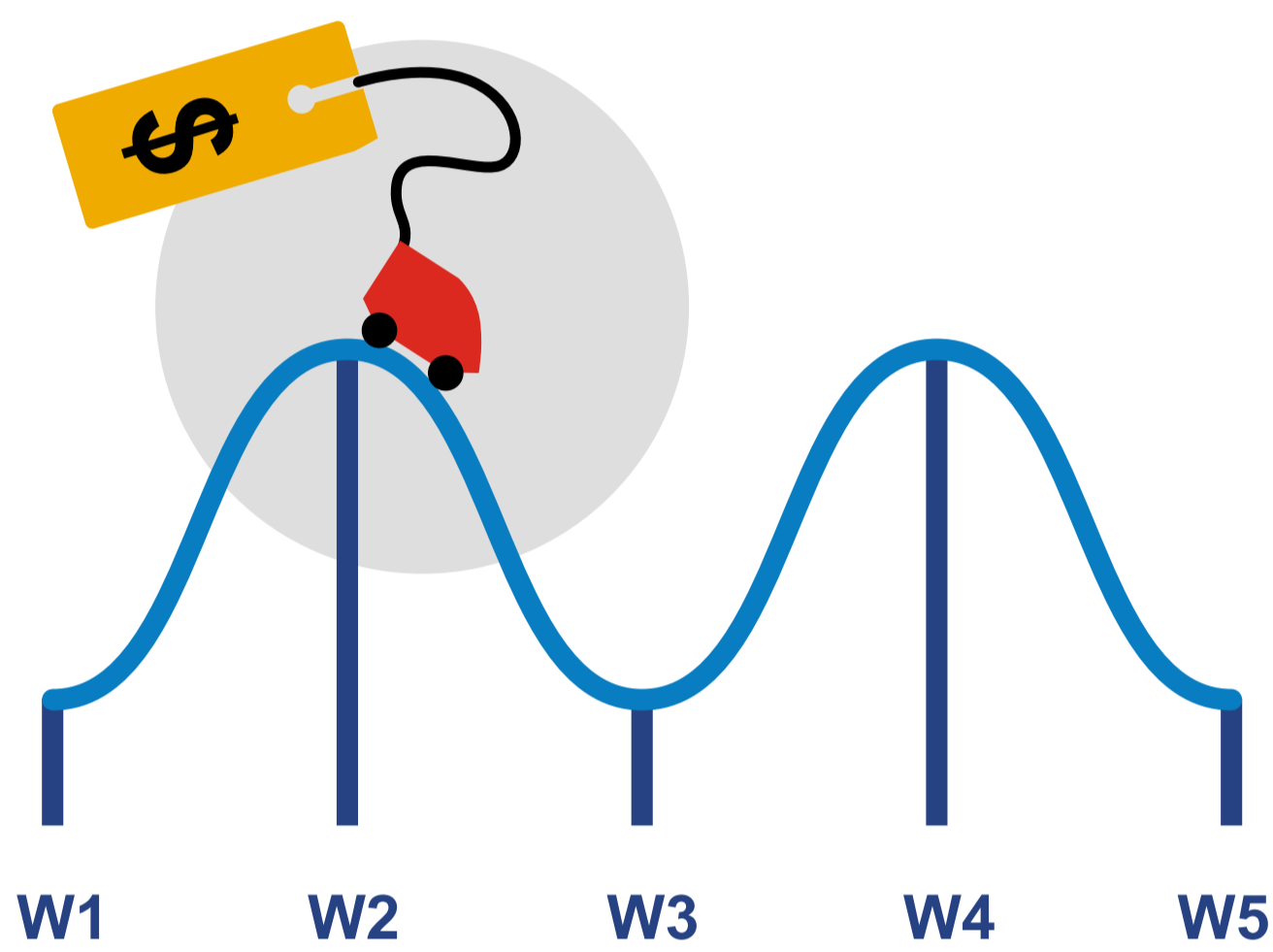
## 1. Get reliable reporting faster anywhere

Our GfK Performance Pulse app delivers reliable KPIs at SKU, country and category levels so you can make informed sales decisions anytime and anywhere.



## 2. Adjust your sales strategy promptly

Detect under- and overperforming areas across all channels on a weekly basis so you can take immediate corrective action.



## 3. Track price development efficiently

Tactical pricing decisions need continuous attention. Weekly sell-out data directly brings you valuable insights into the impact of different price levels on sales volume.



## 4. Maximize your marketing campaigns

A weekly sales view allows you to optimize trade spent by acting fast – optimize your campaigns and decide whether to continue a promotion that delivers an uplift or terminate ones that don't.



## 5. Optimize for seasonal sales events

With weekly POS insights, you can compare special retail events like Black Friday with Cyber Monday and analyze sales on channel level.



## 6. Monitor launch performance quickly

Whether you're introducing a new product, feature or an entire line, you need rapid feedback. Reliable weekly sell-out data can help you adjust your launch strategy.

## Weekly POS in a nutshell

- ✓ Brings you timely answers to promptly and confidently identify where corrective action is required.
- ✓ Delivers tactical sell-out insights for your own and competing products so you can get the full picture across all relevant channels – both online and offline.
- ✓ Quick access and simple sharing with your sales teams to maximize your product's "moments of truth".

Find out how weekly POS data can help you to optimize your business:

Contact your local GfK Account Manager or Martina Hürbinger at [martina.huerbinger@gfk.com](mailto:martina.huerbinger@gfk.com).

