

A woman with long blonde hair is smiling and looking down at a tablet. The tablet screen displays the title 'The Why behind the Buy' in orange text. The background is a blurred image of a person in a grey jacket.

The Why behind the Buy

Integrated Insights for more Brand Success in Technology-driven Markets

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The Why behind the Buy: Integrated Insights for Brand Success in Technology-driven Markets



Key Challenges

In complex and dynamic technology markets of today, the “Why behind the Buy” is not easy to decode. Today's connected consumers experience your brand in countless interactions 24/7. Data about their attitudes and behavior is not the limiting factor in this context. What is missing is a clearly structured and integrative framework to derive insights from this data pool. This is the right basis to simultaneously optimize tactical sales activation and long-term brand building!

GfK Solution

By combining quantitative precision of sales data with qualitative richness of survey data, we build an integrative brand performance framework that enables you to derive more effective and sustainable brand growth strategies!

Key Take-Aways

- Brand & customer equity are the foundation for sustainable profitable growth.
- Experiences are the differentiator of today: They fuel brand equity and sales performance.
- The “Why behind the Buy” is multilayered. Sustainable brand building needs to be based on an integrated view on all drivers of market success.
- De-Silo your brand measurement for focused strategic routing!



Benefit from sustainable brand growth by comprehensively understanding the impacts of current marketing actions on both, sales and brand building!

Your contacts



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