

6 reasons why you need weekly POS data



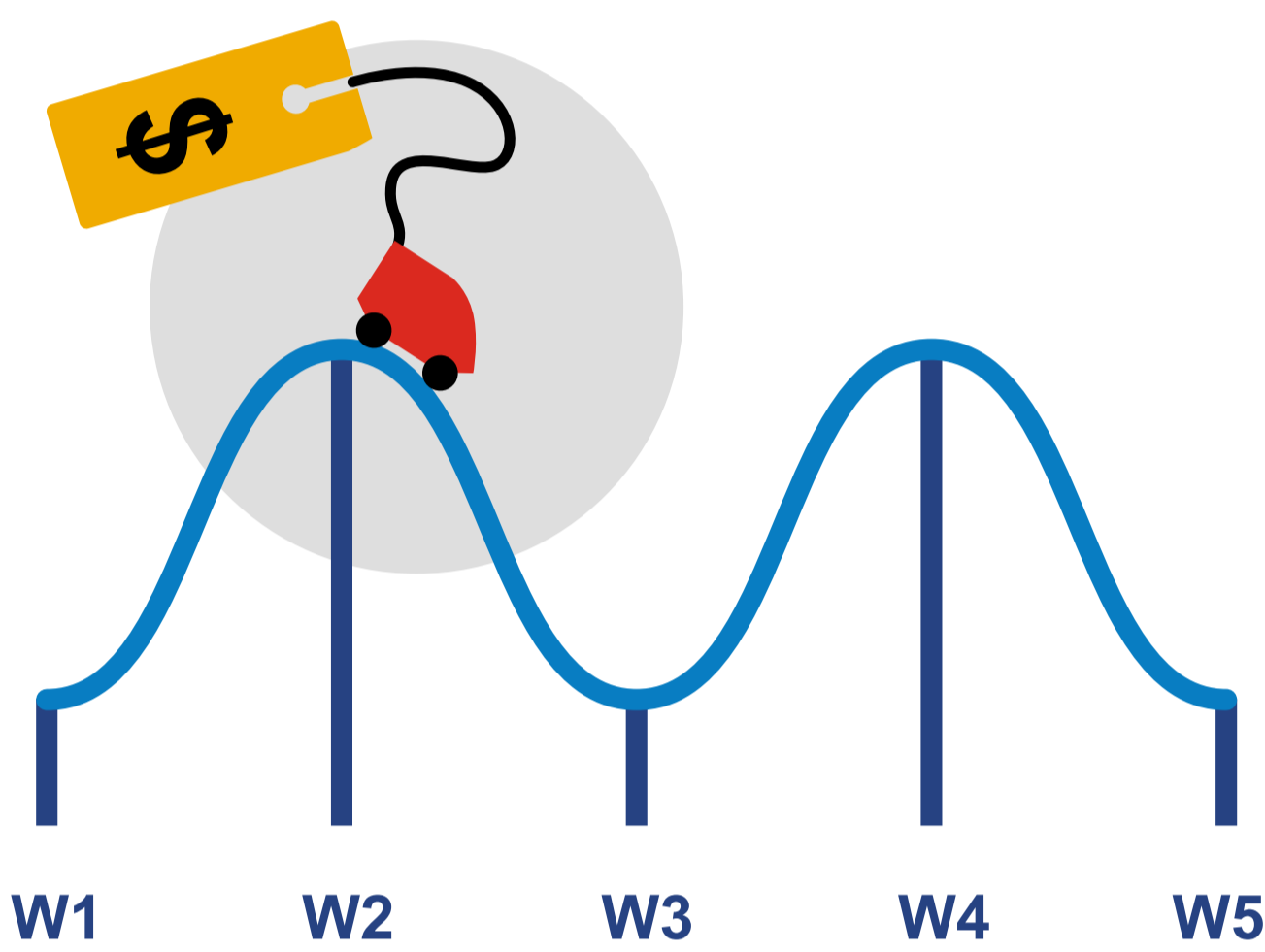
1. Get reliable reporting faster anywhere

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 Matthias Häfner at matthias.haefner@gfk.com.

