



# Press Release

## GfK and Eyeota announce partnership

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**GfK purchasing power data to enhance Eyeota's online audience targeting services**

**Nuremberg, March 23, 2016 – Eyeota – the global leader for local audience data – and GfK, one of the world's leading market research organizations, have formed a partnership. GfK's regional purchasing power data will be available to advertisers in the United Kingdom and Europe, allowing them to tailor their online advertising to specific income target groups by region.**

With this partnership, Eyeota offers a new solution for the growing demand of internationally consistent target group data for online advertising. Eyeota actively protects consumers' privacy by providing only anonymous user profile data linked with separate, region-based statistical target group data. With Eyeota's data digitalization capability, media buyers can access digital audience information the same way they do for offline media.

The partnership consolidates several GfK datasets in one single source, enabling advertisers to tailor their pan-European campaigns on a regional basis for their online target audiences.

GfK Purchasing Power data is a recognized benchmark for assessing consumer potential. Purchasing power indicates the level of available income based on a population's place of residence. The GfK indicator comprises statistical information at detailed regional levels such as postal codes.

Niko Waesche, GfK's Global Industry Head of Media and Entertainment, comments: "Our data provides a consistent online marketing approach across Europe and the Eyeota-GfK partnership will look to create further segments in the programmatic space."

To further support GfK's growth in this area, Alessandro De Zanche (former Head of Audience and Ad systems at News UK) joins GfK as Global Product Lead Programmatic. Niko Waesche comments: "Alessandro's role will be to identify programmatic opportunities for GfK, build partnerships with leaders in adtech such as Eyeota and grow our business."

Kevin Tan, CEO of Eyeota, adds: "Introducing GfK's recognised indicators for regional target group characteristics in our service offerings will enable media buyers to feel more confident about shifting their budget to online media, and further promote the data-driven space worldwide. We are excited to establish our relationship with GfK, so advertisers can reach their target audiences more effectively."

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### **About Eyeota**

Eyeota is the global leader for local audience data with over 1.8 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, trading desks, DSPs, DMPs and ad networks. The company was founded in 2010 and has offices in Berlin, Düsseldorf, London, Melbourne, New York, Singapore, Sydney and Tokyo. For more information, please visit [www.eyeota.com](http://www.eyeota.com).

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### **About GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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