



Press release

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GfK builds out martech team with string of new hires

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Nuremberg, March 30, 2017 – GfK is building out its martech service with a set of significant new hires, it announced today.

The newly launched GfK Customer and Audience Activation service takes GfK data such as pan-European purchasing power and combines it with Eyeota's audiences to create aggregated segments for digital activation. These provide brands, agencies and media groups with internationally consistent data, enabling them to target their campaigns with greater precision.

Further segmentation enhancements and international launches are already in development for roll-out this year, the first of which will be Purchasing Power for Retail Product Lines in April. By drawing on GfK's unique data sets, deep data-science know-how and decades of experience in marketing and media, GfK's new martech service helps enrich clients' own customer and audience data, delivering better, more timely insights to power targeted, effective and measurable campaigns.

To support this new service, GfK have appointed the following individuals to the team:

Niko Waesche, formerly Global Industry Head for Media and Entertainment, who has led GfK in providing research and data services to clients such as Google, Facebook, BBC and The Walt Disney Company, will head up the newly formed Customer and Audience Activation service. Niko is based in London.

Cornelia Reiting was previously at LiveRail (acquired by Facebook) and brings a wealth of experience working in tech start-up companies. Cornelia takes position as Director of Business Development, responsible for growing GfK's martech business, ramping up sales activities and offering direct support with media clients.

Lauren Coppin, previously at Oracle and Datalogix, joins as the Director of Data Partnerships, working with partners who can offer complementary data sets to GfK's existing portfolio to add value to the existing service range.

Niko Waesche comments, "Our new team brings a wealth of martech experience which will help put GfK, with its long history in data, science and research, at the forefront of data activation and marketing technology."

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Commercial register
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GfK combines industry insight with data science expertise and draws on a raft of unique proprietary data sources including: Online, television and mobile behavioural data, geo-marketing data, consumer purchases by households, Consumer Life profiles, electronics goods sales and financial consumer data. It also designs custom data solutions for clients and works bespoke with client data and other data sources to enhance a single customer view. GfK uses aggregated, privacy safeguarded data sources, and processes the data in accordance with applicable data protection laws.

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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