

Press release

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Ryan Woodley-Mitchell
Global Consumer Insights
T +44 207 890 9876
Ryan.Woodley-Mitchell@gfk.com

Stefan Gerhardt
Public Relations
T +49 911 395 4440
public.relations@gfk.com

Go beyond point of sales data: Get inside the mind of consumers

Nuremberg, September 25, 2018 – GfK has launched its Consumer Journey module of the Consumer Insights Engine, the first solution to provide a true market view of the online and offline consumer purchase journey for the technology and consumer durables industries. The Consumer Insights Engine is available in over 10 markets, globally.

The Consumer Journey module is the first and only solution for manufacturers and retailers in the technology and consumer durables industries to combine the most comprehensive collection of point of sales data* with market research, online consumer behavior data, and AI-enabled consumer review data. This gives on-demand access to actionable insights that drive smarter, faster business decisions via a unique user interface, the Consumer Insights Engine.

The new solution supports many business functions including; Product, Category Management, Marketing and Sales. These functions are under enormous pressure from saturating demand, shorter product life cycles, increasing importance of digital channels, increasing competition and declining prices. Day-to-day business often does not leave enough time for ad-hoc surveys to get answers to key business questions.

The Consumer Insights Engine, delivers answer to questions like: What triggers the realization of a need to purchase? What channels do consumers use when researching products? What are the most important attributes for consumers when deciding to purchase? And what do purchasers think and say about a product? As well as many more consumer focused business questions that technology and consumer durables manufacturers and retailers are facing today.

GfK SE
Nordwestring 101
90419 Nuremberg
Germany

T +49 911 395 0

Management Board:
Peter Feld (CEO)
Bobby Rajan (CFO)
Christian Bigatà Joseph

Supervisory Board Chairman:
Ralf Klein-Bölting

Commercial register:
Nuremberg HRB 25014

The solution is available in multiple markets, including: Germany, France, Italy, Spain, Netherlands, UK, Russia, India, China, Japan, South Korea, Brazil and the US. The product category focus is within the technology and consumer durables sector comprising IT, Major Domestic Appliances (MDA), Small Domestic Appliances (SDA), Printers, Gaming, Consumer Electronics and Personal Care.

Note: *In the US, GfK does not have access to Point of Sale data therefore the US data is calibrated using information gathered from a telephone survey based on probability-based sample representative of both mobile phones and landlines. No retailer data is used in the development of the US offering.

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

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