



## Press Release

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### Germany: effectiveness of online advertising

**GfK Panel Services Germany develops new method with Google and Nurago to measure online advertising effectiveness**

**Nuremberg, June 4, 2008 – Starting in July, GfK Panel Services Germany will launch its Web Efficiency Panel (WEP), a method of data collection which is unique in the world today. Together with search engine, Google and technical solutions provider, Nurago, GfK enables advertisers, marketers and agencies to link FMCG purchases to online advertising campaigns and so deliver details on the effectiveness of online advertising.**

From July 1, 2008, Nuremberg-based GfK Panel Services Germany will use their German ConsumerScan panel, which comprises around 20,000 participants, to measure the internet usage of around 9,000 households (15,000 internet users). GfK uses its Web Efficiency Panel to ascertain which FMCG are bought in certain stores across the complete spectrum of internet usage: online advertising campaigns, search engines and homepage hits. In this way, budgetary discussions for online campaigns can be backed up by empirical data for the first time and clients will be able to check the effectiveness of their internet advertising. In addition, the system will also make it possible to assess advertising campaigns across all the media in the future, since the panel can also supply data on TV and print campaigns.

Along with Nurago, a provider of technical solutions for reviewing online research performance, GfK has developed software which lists all URLs visited by users and also records all the advertising, which pops up on users' screens.

### Everything from one source

WEP gives GfK Panel Services Germany the capacity to record both the purchase of a product and its associated internet usage (that is, the contact with the advertisement) from a single source. Advanced Business Solutions, part of GfK Panel Services Germany, use statistical methods to calculate the probability of consumers buying a given product as a direct result of online advertising.

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The survey findings identify the return on advertising generated in proportion to the cost. Beyond this, GfK Panel Services Germany records the total internet usage of panel members aged 6+ and allows identification of buyer-based target groups for strategic online campaign planning purposes.

### **Gaining Google as a partner**

GfK Panel Services Germany has gained the search engine as a technical advisor. For around ten years now, Google search technology has been putting millions of people all over the world in touch. GfK is not only interested in measuring the use and value of search engines, but also helping other companies to establish detailed cost/use analyses of their online advertising, so that the internet can be used as an advertising platform.

These hard facts represent an important innovation in online market research, which all those involved believe will serve to boost the industry, as indeed was the case when the Working Committee of Online Research (AGOF) was first set up. However, it is not the intention of GfK Panel Services Germany to supersede the data gathered by AGOF, but rather to fill in any existing gaps in advertising impact analysis and target group internet usage data.

### **Ambitious plans for the future**

If the Web Efficiency Panel has been set up by the end of the year, as part of the expansion of the ConsumerScan panel to a total of 30,000 households, GfK Panel Services Germany aim to extend the WEP sample group to at least 12,000 households, with 20,000 internet users. Discussions are already underway concerning the transfer of the WEP concept to the GfK ConsumerScope panel, which delivers data on the financial services, tourism, retail and automotive industries.

### **The GfK Group**

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of 9,297 employees (as of March 31, 2008), 81.1% are based outside Germany. For further information, visit our website:

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