

## Geo-triggered insights available now



# INTRODUCING GfK LOCATION ACTIVATION

To win in today's environment, brick-and-mortar businesses need to go beyond Big Data to "Now Data." Research about in-person experiences is often collected days or weeks later, and lacks

sufficient detail to be truly actionable. Only by getting insights about those visits closer to real-time will you be able to optimize experience, drive trips, and increase spend.

GfK's new offering, GfK Location Activation, delivers geo-triggered mobile surveys that capture influences and behaviors – in your location or your competitors'. You receive the insights you need in as little as 48 hours from the moment of experience, allowing you to react quickly to key problems or successes.

Both scalable and cost effective, GfK Location Activation helps brick & mortar businesses:

- Improve purchase conversion
- Optimize customer experience
- Evaluate market tests
- Gain competitive intelligence

### How it works

We utilize an opt-in mobile panel to target customers based on their physical locations 24 to 48 hours following their visit. Panelists flagged for being in a specific location receive a mobile online survey for completion and are screened to ensure accuracy and other qualifying criteria. Survey results can be provided as quickly as next day. More robust analysis/reporting can also be provided if desired typically in just three to five more business days.

This is a US only offering.

Tap into a mobile sample of 4.5 million US respondents for actionable insights at global scale. Location based insights, available now.



### To get started contact:

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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.