



Growth  
from  
Knowledge

# Successful campaigns are no coincidence

**Optimize your campaign  
performance with GfK solutions**



**Benefit from GfK's best in class marketing intelligence solutions and assess the effectiveness of your campaign.** Our consulting solutions cover:

- Sales impact
- Brand impact
- Advertising quality

Gain a rich set of insights and make sure the success of your future campaign is no coincidence!

See your campaign's impact on  
**sales** with **GfK Marketing Mix Modeling**

# GfK Marketing Mix Modeling

## In brief



Our unique data asset enriched with GfK expertise helps you:

- Plan your marketing activity and media mix effectively
- Allocate your media budget for maximum results

**Make the most out of your media budget with our unique action-oriented solution and get insights about:**

- **Effectiveness:**  
Which channels and campaigns impacted sales most effectively?
- **Efficiency:**  
What was the ROI of different marketing campaigns and specific media?
- **Simulation & Optimization:**  
Get recommended actions to help focus your future campaign efforts and spend in the right areas for maximum results.



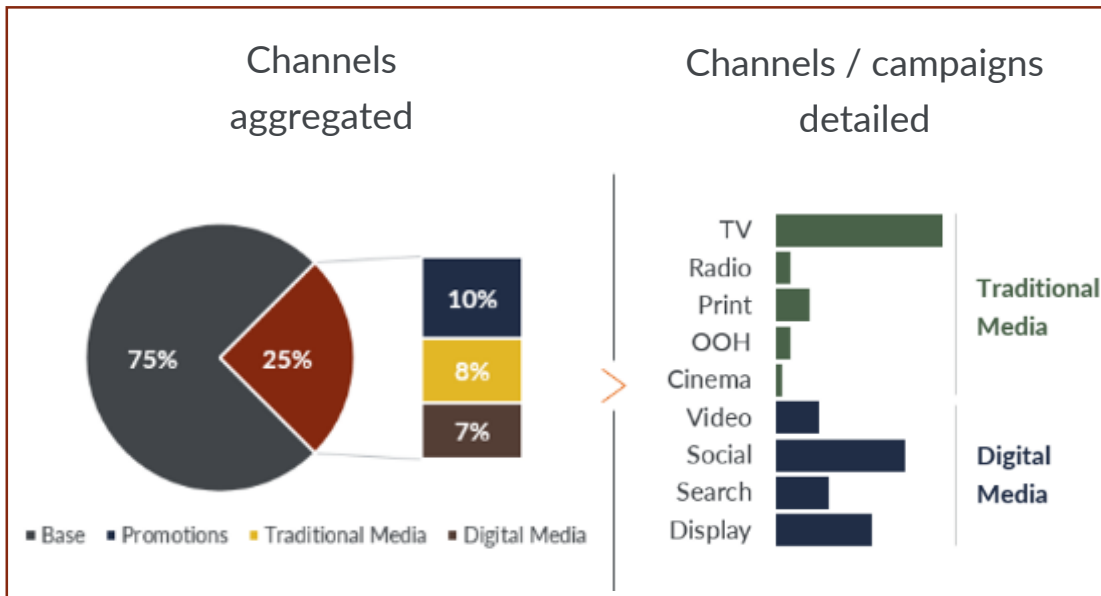
# GfK Marketing Mix Modeling

## Inside the insights



**Effectiveness:** see what drives your sales, to what extent, and at what times. What impact did your campaign have?

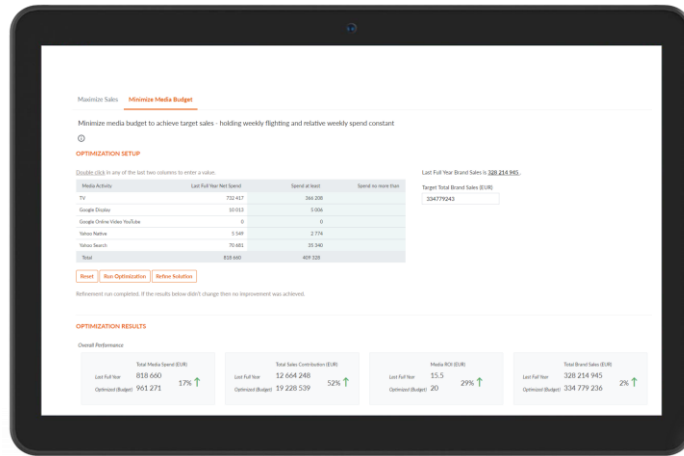
**Efficiency:** see the ROI different media delivered – and whether budget could have been better spent elsewhere.



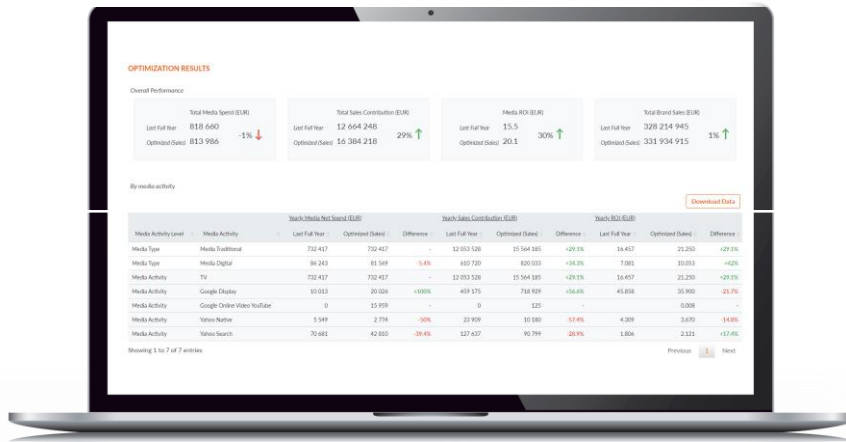
Spending incremental uplift (€)			ROI
TV campaign 1	1,500,000	1,000,000	0.617
TV campaign 2	1,620,000	1,950,000	1.20
Digital	700,000	1,500,000	2.1
Promotions	17,500,000	30,000,000	1.7
TOTAL in Modell	33,700,000	36,950,000	1.1

# GfK Marketing Mix Modeling

## Optimization interface – for simpler decisions



- Recommendations help you allocate your annual media budget to different activities for maximum ROI and sales
- Add constraints to account for fixed costs and other market factors
- Make your spending plan as accurate, relevant, and actionable as possible



See your campaign's impact on your  
**brand** with **GfK Brand Uplift**

# GfK Brand Uplift

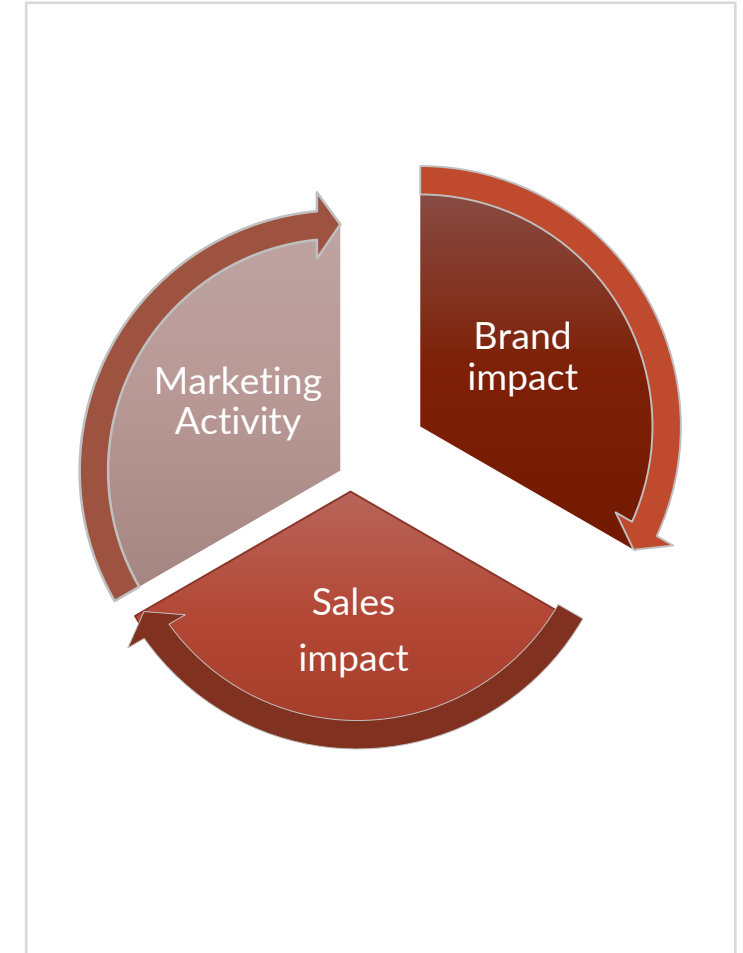
## In brief



Long-term brand impact is as important as short-term sales uplift – and key to future success.

GfK Brand Uplift combines passively measured ad exposure with surveyed brand data on individual level to provide insights you can act on.

- **Effectiveness:**  
Do consumers' perceptions of your brand change when they see your campaign?
- **Efficiency:**  
Which media generated the most positive brand performance and perceptions?
- **A double 360° view:**  
Understand the correlation between campaign and brand performance, to plan highly effective advertising in the right media.



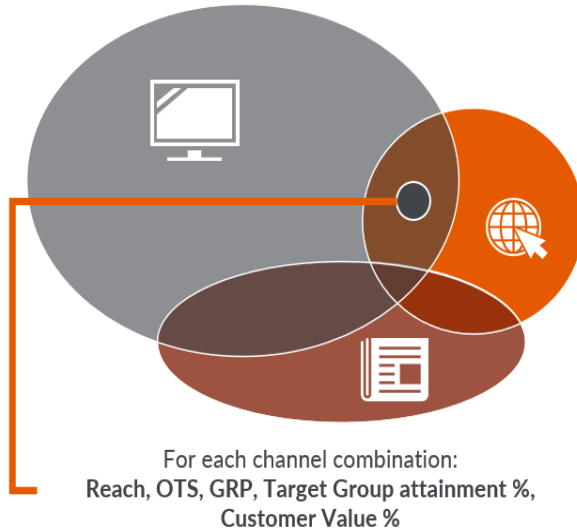


# GfK Brand Uplift

## Inside the insights

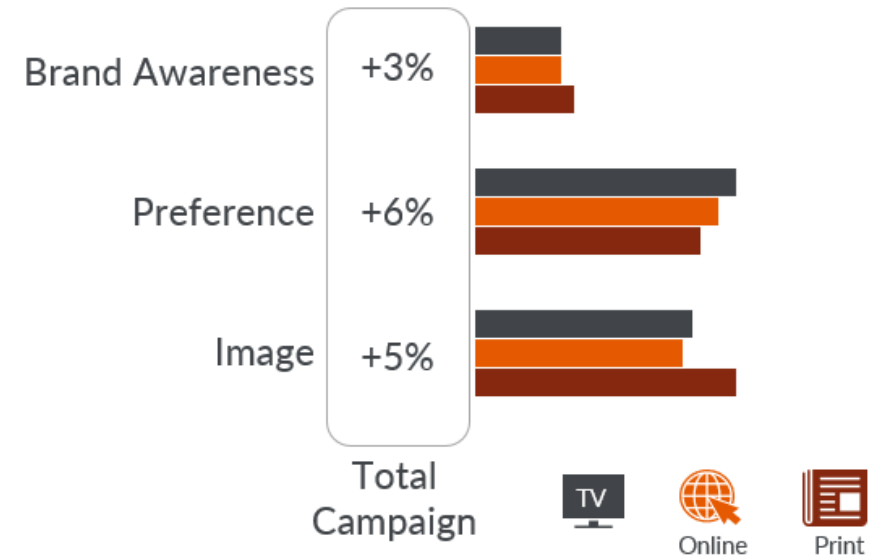


**Effectiveness:** audience insights show you how effectively your campaign activity targeted and reached the people you want to.



See both the **incremental** and **exclusive reach** for each channel or combination of channels.

**Efficiency:** Learn how different channels affected audiences' awareness, tendency towards, and overall impression of your brand.



See the **uplift effect of every channel** on your most critical KPIs.

Get insights into your campaign's  
**advertising quality** with **GfK Ad Fit Optimizer**

# GfK Ad Fit Optimizer

## In brief



Optimize your campaign before it launches with our smart pre-testing solution:

- Get insights from passively measured ad engagement and surveyed ad evaluation
- See how well different ad formats hook viewers, hold their attention and trigger action

### Effectiveness:

Is your ad engaging, memorable, relevant, and emotionally engaging?  
Does it convey the intended messages in a convincing way?

### Efficiency:

Will it easily cut through and trigger an action – minimizing your campaign spend while maximizing the outcome?

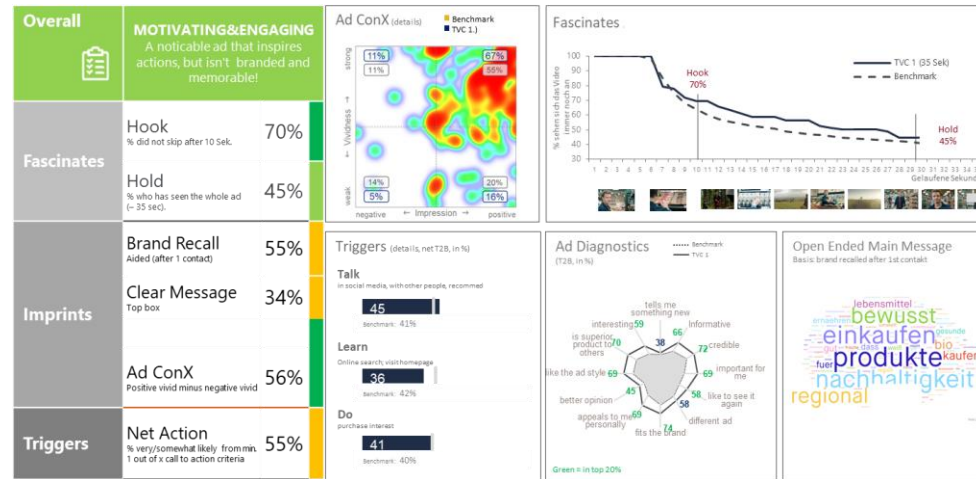


# GfK Ad Fit Optimizer

## Inside the insights



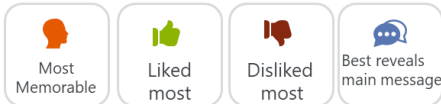
Effectiveness: understand your ad's ability to fascinate, imprint, and trigger action.



- See your ad's KPI performance on a **scorecard available within a few days**
- Receive **concise comments and actionable recommendations** from GfK experts.

Dive deeper: additional modules provide further insights into 'why' – and what to do next.

### Scene-to-Scene Analysis



Results are used to

- adapt and brush up existing TVC/video
- create optimized cut-down versions



### GfK EMO Sensor

Validated measurement of emotions

Results are used to

- measure level of relevant emotions
- adapt and brush up existing TVC/video



For example, scene-by-scene analysis of video content helps identifying the **strongest scenes to use in shorter versions of your ads.**



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# Get in contact

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