

# Shape your business decisions on trusted, unbiased facts

GfK Insight Talks 2024

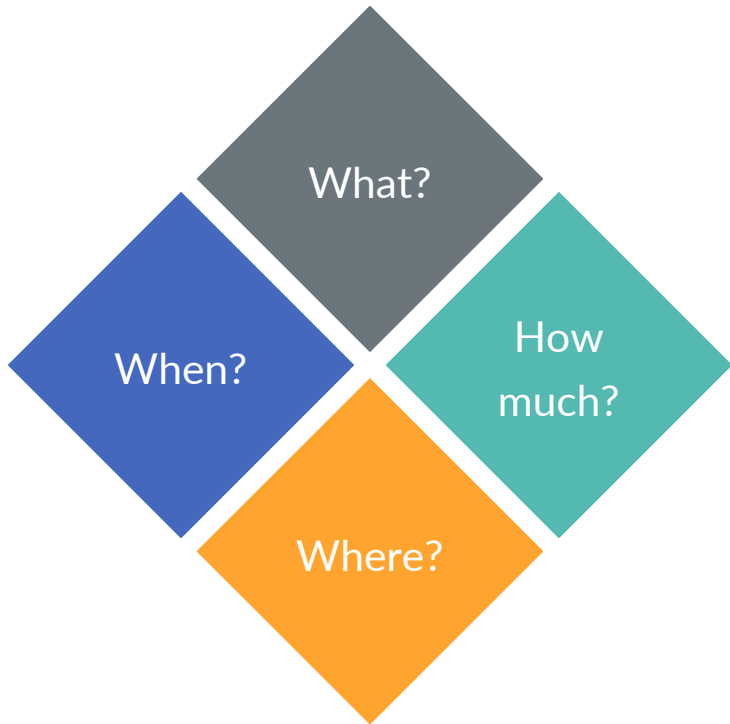




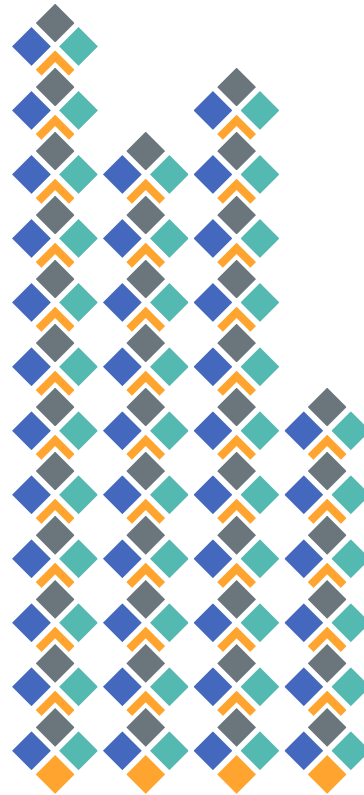
**Know your  
market – and  
your competition  
in detail.**

# Be empowered by the latest sales data

GfK's Market Intelligence: Sales Tracking – online, offline, ongoing



Tech and durable sales  
at retailers and resellers



- **Trust the reliable, unbiased data currency.** Make informed decisions. Take control of discussions with your business partners.

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- **Detect potential for growth. Evaluate local and global market trends.** Forecast ahead to grasp tomorrow's opportunities.

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- **Compare sales KPIs across your portfolio.** Develop strategies and tactics that maximize product lifecycles and grow your business.

# Unbiased insights with solid KPIs

For your current and future business planning



## Monthly Sales Tracking insights

Understand key market trends from a “big picture” macro view to detailed model level.



Data analysts, product, category, country and marketing managers

## Weekly Tracking insights

Improve the effectiveness of promotions and product launches, negotiate with retailers, and exploit seasonal peaks.



Sales, marketing and product managers, analysts



## Demand forecast solution

Plan with evidence/MI-based predictions, updated monthly to reflect the latest market situation so you remain relevant and accurate.



Business analysts, sales operations, product managers

# Shape your business success

The go-to independent source for sales insights and forecasting



## Addressing key business questions

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### Management (HQ/Regional/Local)

- Which are the **most successful products** in the market (own vs. competition)?
- What is our **market share**?
- Who is winning and losing **relevance** in the market?
- Where are the **opportunities** for us?

### Product/Category Managers

- Which segments and **technical features** are trending?
- Are we selling at the correct **price points**?
- Does my **distribution strategy** fit channel trends?

### Marketing/ Sales Managers

- How does my products' pricing **compare to my competitors**?
- Am I covering all relevant **sales channels**?
- How are **promotions and product launches** impacting my sales?
- Is my product **listed** at all the important retailers?

### Data Analysts

- Which **market trends** do we need to watch out for (technical features, new channels, competitors)?
- How will **demand** develop?

# Ensuring sustainable growth

Five routes to plan your every move





An aerial photograph of the Hollywood Walk of Fame. The ground is dark and paved with large, light-colored stars. Several people are visible: one person is kneeling and looking at a star, another is standing and taking a photo with a smartphone, and a third is walking. A picnic basket is on the ground. The text 'GfK Market Intelligence: Sales Tracking - a unique resource in tech and durables' is overlaid on the left side of the image in a white, sans-serif font.

**GfK Market  
Intelligence:  
Sales Tracking –  
a unique resource  
in tech and  
durables**



# The world's largest point of sale panel

Featuring continuous sell-out data for tech and durables

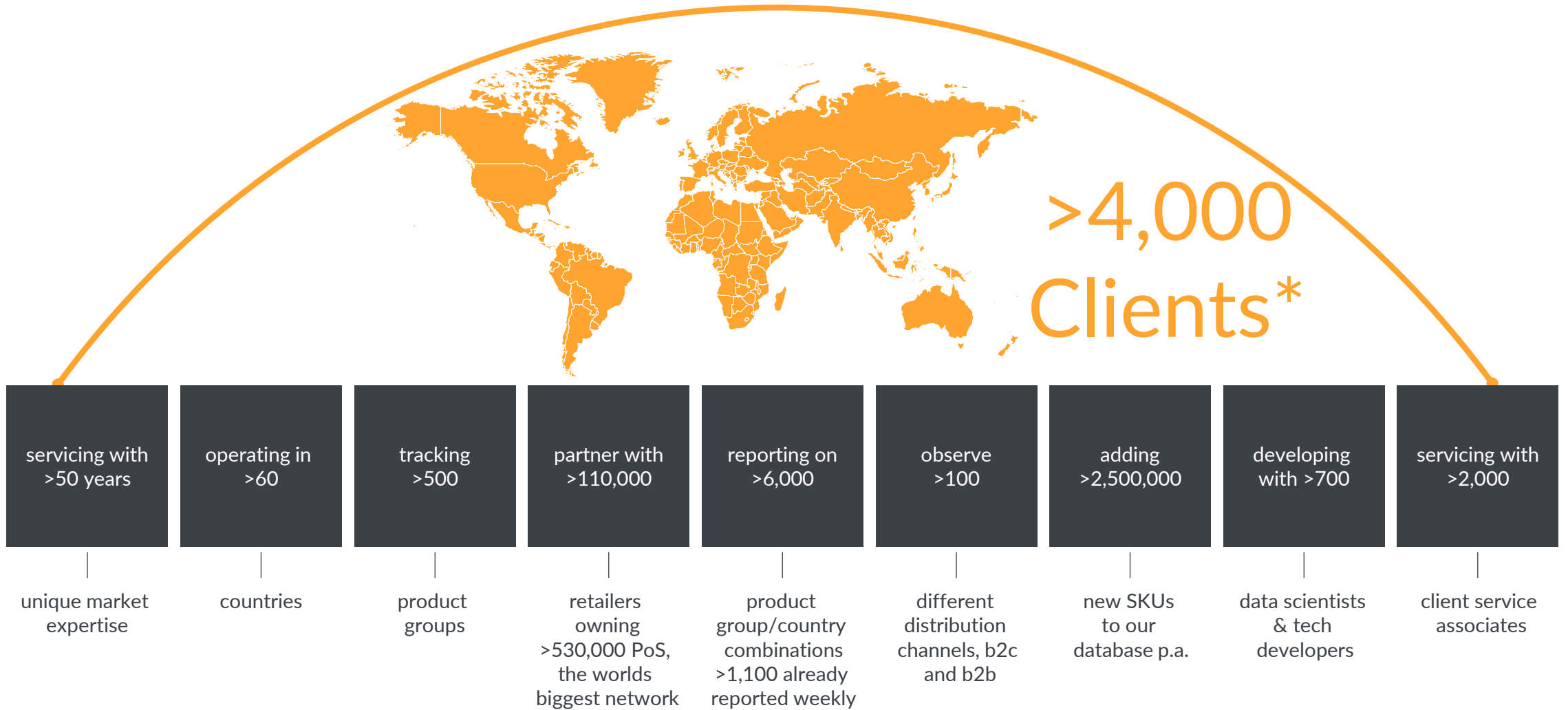


The market currency solution for more than five decades



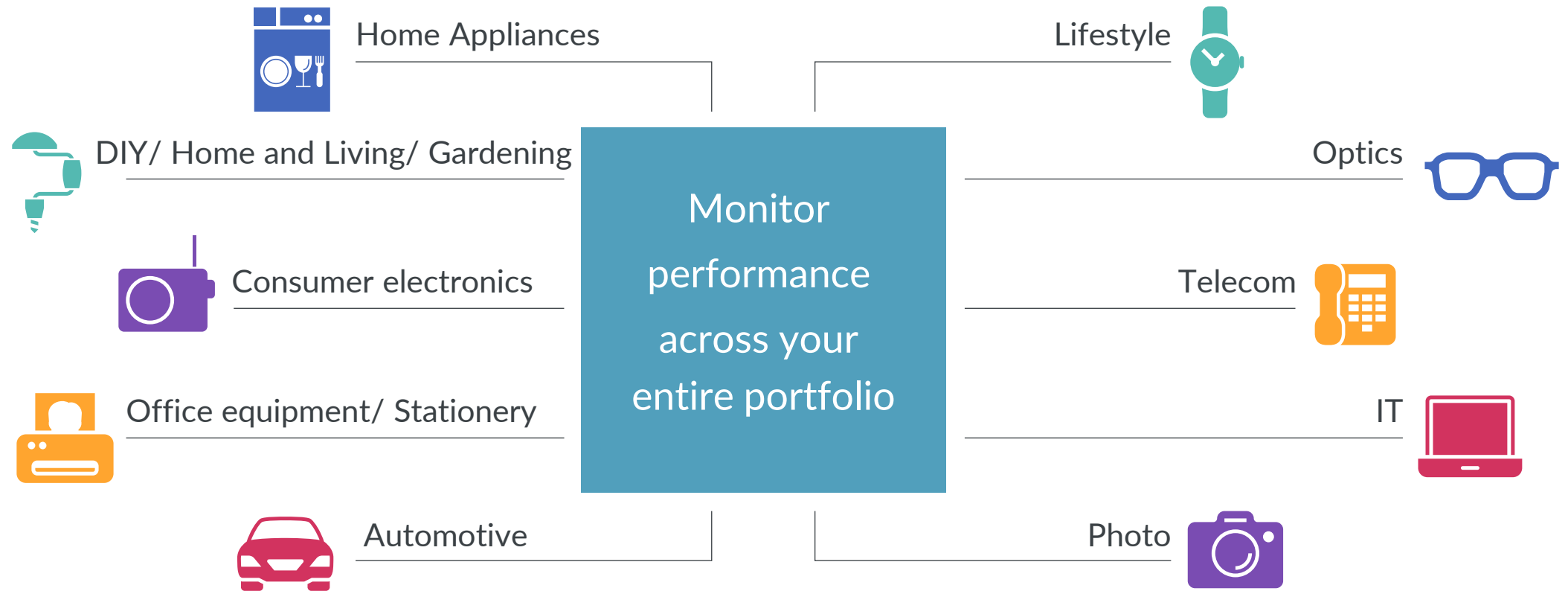
# GfK builds on a strong foundation for Market Intelligence

The world's largest point of sales panel for Tech & Durables



# Unrivalled coverage

Leverage cross-category trends and opportunities, > 500 Tech & Durable product groups





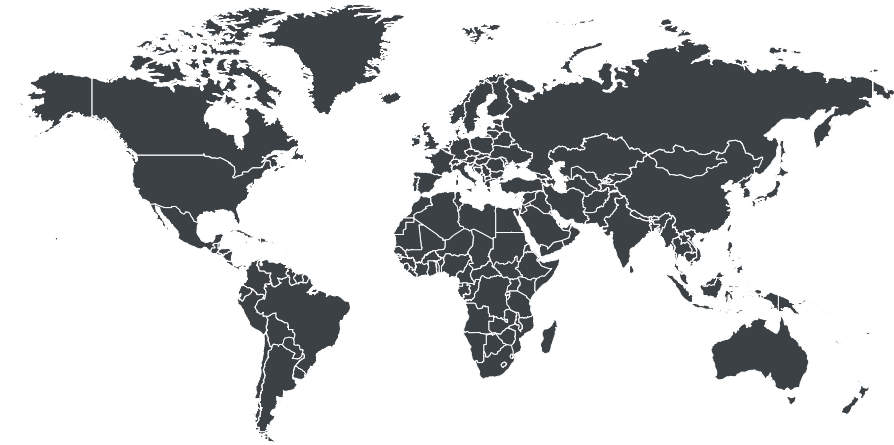
# A truly global perspective for Market Intelligence

Detect potential for growth around the world

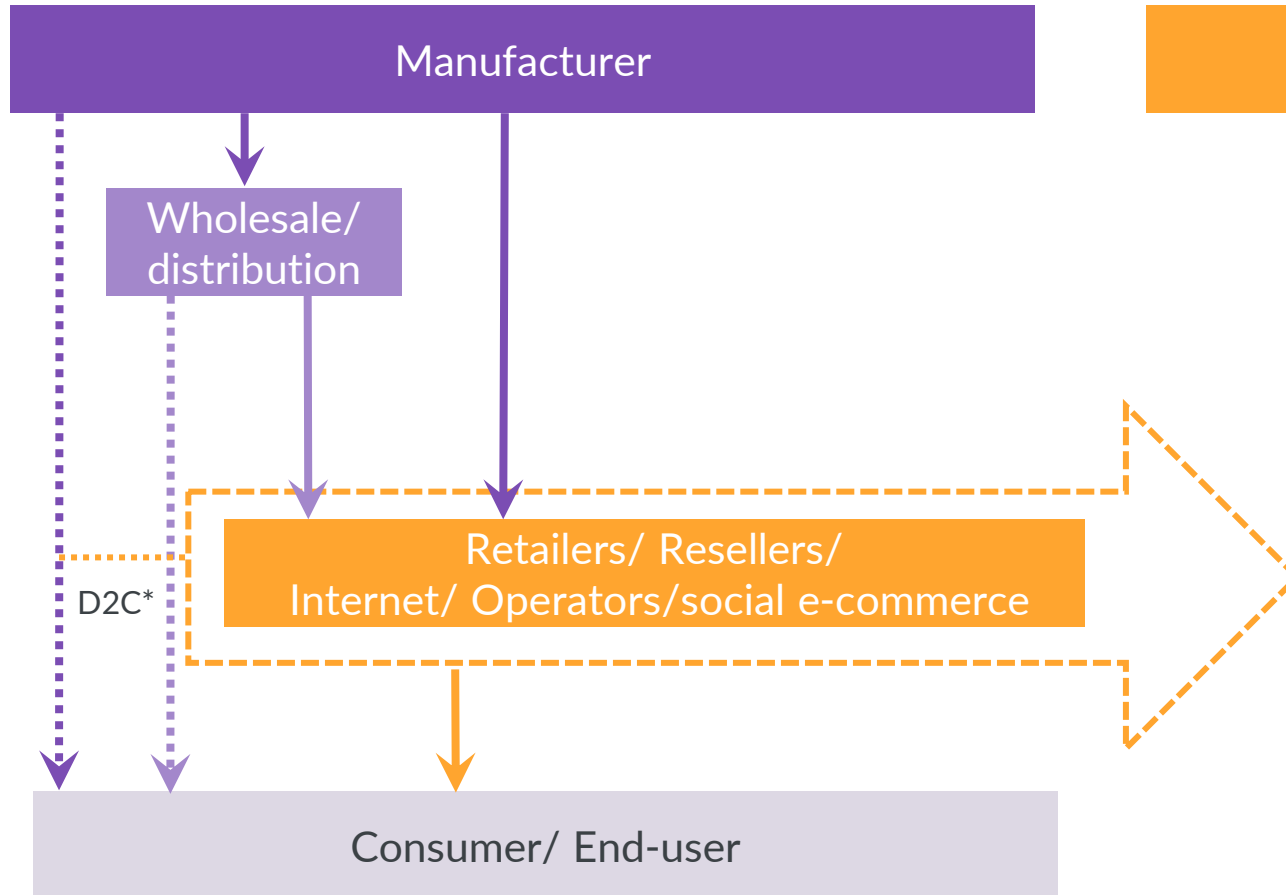


- |                |               |              |                      |
|----------------|---------------|--------------|----------------------|
| Algeria        | Germany       | Malaysia     | Slovakia             |
| Argentina      | Great Britain | Morocco      | Slovenia             |
| Australia      | Greece        | Myanmar      | South Africa         |
| Austria        | Guatemala     | Netherlands  | South Korea          |
| Belgium        | Honduras      | New Zealand  | Spain                |
| Brazil         | Hong Kong     | Norway       | Sweden               |
| Cambodia       | Hungary       | Oman         | Switzerland          |
| Chile          | India         | Pakistan     | Taiwan               |
| China          | Indonesia     | Panama       | Thailand             |
| Colombia       | Iraq          | Peru         | Turkey               |
| Costa Rica     | Ireland       | Philippines  | Ukraine              |
| Croatia        | Israel        | Poland       | United Arab Emirates |
| Czech Republic | Italy         | Portugal     | United States        |
| Denmark        | Japan         | Romania      | Vietnam              |
| Ecuador        | Jordan        | Russia       |                      |
| Egypt          | Kazakhstan    | Saudi Arabia |                      |
| Finland        | Luxembourg    | Serbia       |                      |
| France         | Macau         | Singapore    |                      |

Global standards, further territories in accordance with client demand and retail cooperation



# Collecting continuous sales data from Point-of-Sale



## Market Intelligence Tracking Facts

- monthly / weekly / daily data collection (sell-out, price, distribution)
- based on information systems / audits
- by single product (Stock Keeping Unit = SKU)
- for defined product groups
- in defined distribution channels
- with representative samples
- extrapolated to the GfK Panel Market

*\*D2C = Direct to Consumer Sales shared by Manufacturer with GfK and integrated in GfK Panel Market Estimation*



# Create value by uniform data structure and production process

Acquire and transfer amorphous data into comparable and relevant KPIs for our clients



## Insights delivery

We report on **fully comparable KPIs** like sales volume, value, average price, distribution weighted/ numerical for taking **informed decisions**



## Data processing

We **identify, classify, unify and extrapolate** the data coming from different retailers to **ensure comparability and consistency**

## Data collection

Our **representative sample** of retail partners reflects the reality within the market and all key sales channels

Backed by **Software & Systems** (GfK StarTrack/ Data Warehouse) and **Methodology**

# Our reporting is tailored to your needs

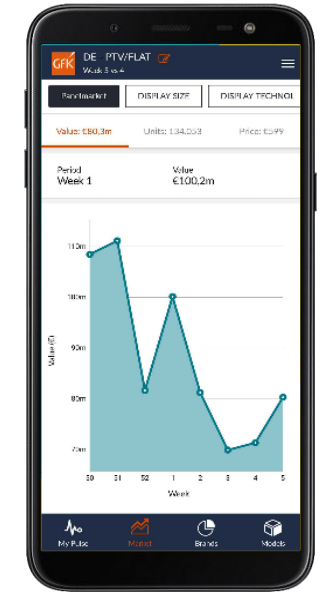
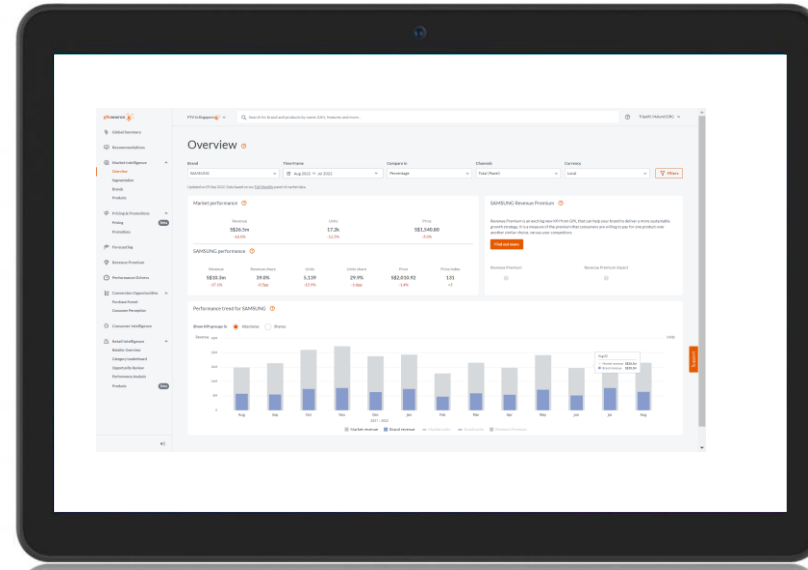
Time-effectiveness versus flexibility



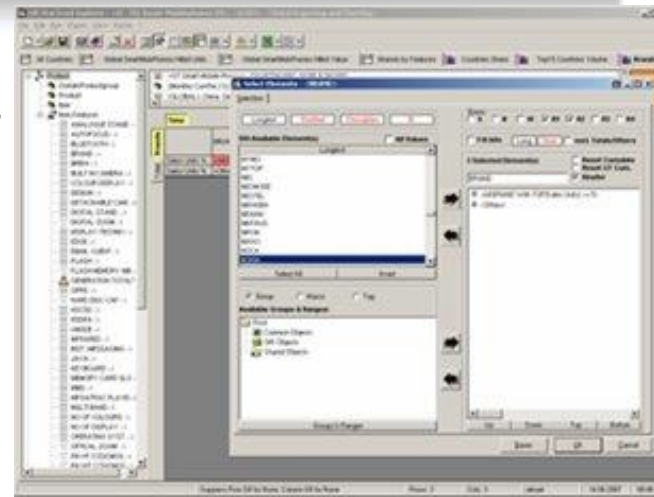
## MI: Sales Tracking Standard Reports



## Performance Pulse



## GfK StarTrack Explorer





# AI-powered technology meets expertise

Our combination to drive your success



## AI-powered technology

### gfknewron platform

- Our unparalleled, always-on platform that radically transforms your data-centric decision making and enables you to gain actionable and connected insights and collaborate effectively. Augmented by our CSM service, you can act at speed to ignite sustainable growth.
  - Book a demo at [gfknewron](#)

### gfknewron CSM

- Our team of Customer Success Managers of industry experts ensures you to extract max value from [gfknewron](#) and the Sales Tracking data.
  - See our latest tech and durable reports at [gfk.com](#)

## Expertise

### gfkconsult

- Our team of strategy experts and creative thinkers partner with you to best interpret the signals in the noise and make bold, disruptive, strategic decisions.
  - Find out more about our powerful framework on Brand, Expansion success, Marketing optimization, and Sustainability at [gfkconsult](#)

GfK's unrivalled data science, AI-backed technology, and industry expertise and know-how empower you to craft winning market, consumer, and brand strategies.

# 3 powerful propositions together on 1 platform



**gfknewron:** GfK's unparalleled data science, AI-backed technology and expertise and know-how empower our clients to craft winning market, consumer, and brand strategies.



## **gfkconsult**



**Consulting services**  
Your trusted partner in developing and activating growth strategies.



## Evaluate the big picture for big impact

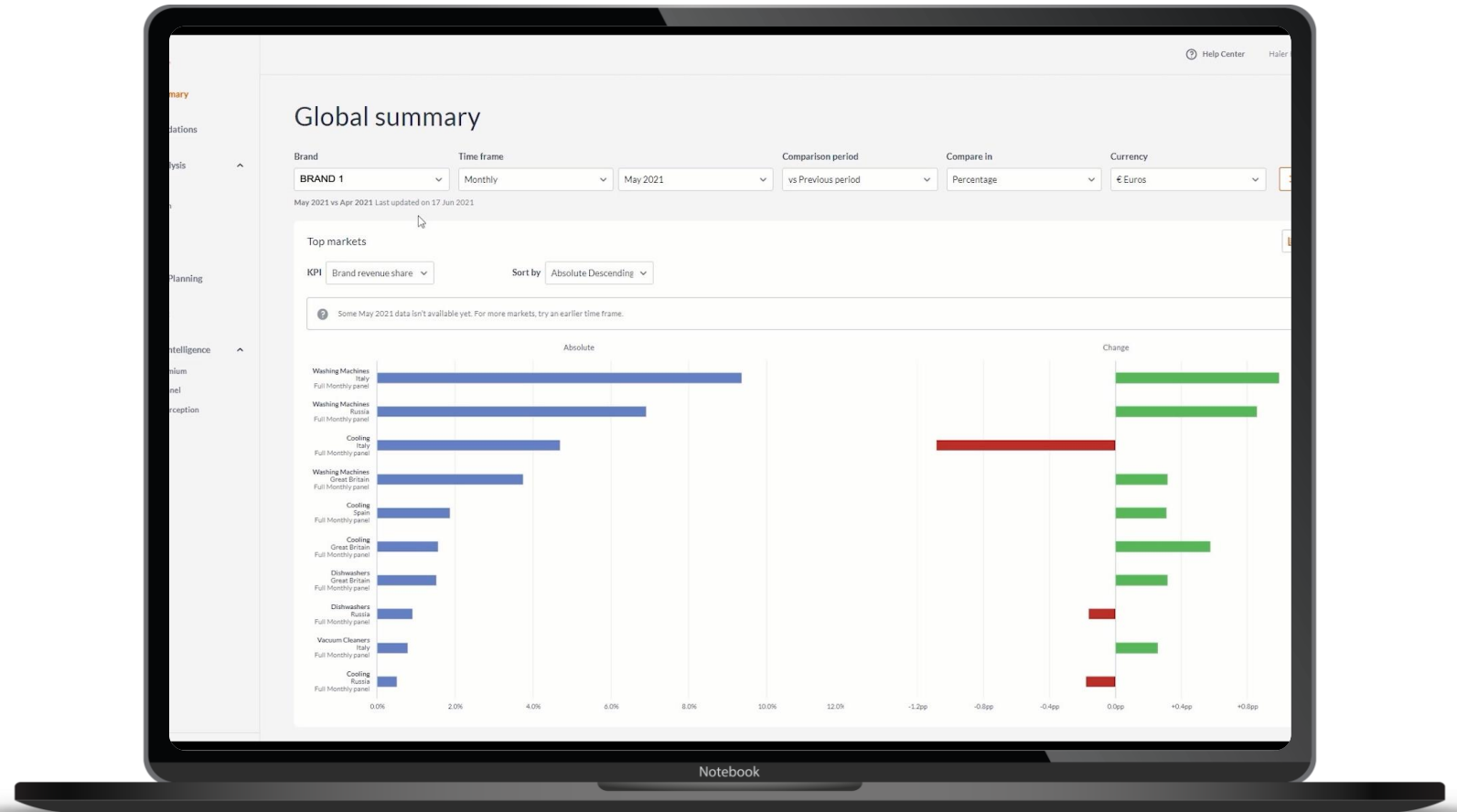
- ▶ Understand brands and products performance at-a-glance
- ▶ Benchmark against your competitors

## Adapt fast to outpace the market

- ▶ Know immediately when markets change
- ▶ Compare and adjust to win market share

## Plan with unparalleled precision

- ▶ Develop data-centric go-to-market strategies
- ▶ Detect potential for growth in products, segments and channels



# gfknewron Market



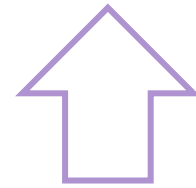
Based on an analysis of gfknewron customer interviews and quantified benefit, cost, risk, and flexibility factors in your market so you can win it



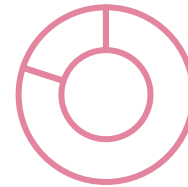
gfknewron provides a single connected view across all our channels allowing us to very quickly assess performance and fine tune our pricing strategy.

Group Manager Market and Shopper Insights

Domestic Appliances

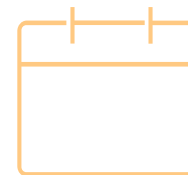


345% ROI



80%

improved efficiency in data assimilation and analysis



<6

month payback

# Performance Pulse reliable insights – anytime, anywhere

Access your subscribed GfK portfolio on your phone



AVAILABLE FOR WEEKLY + MONTHLY INSIGHTS!

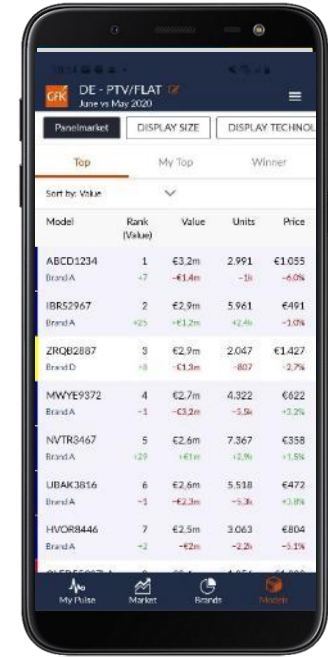
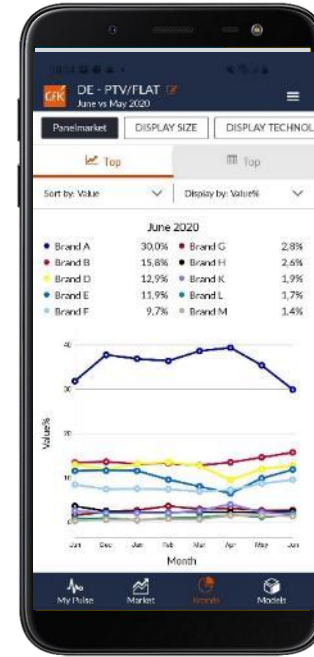
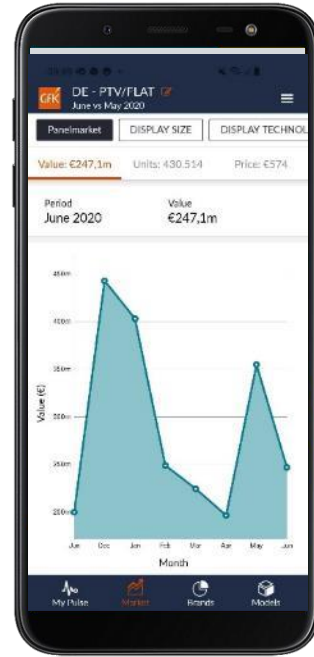
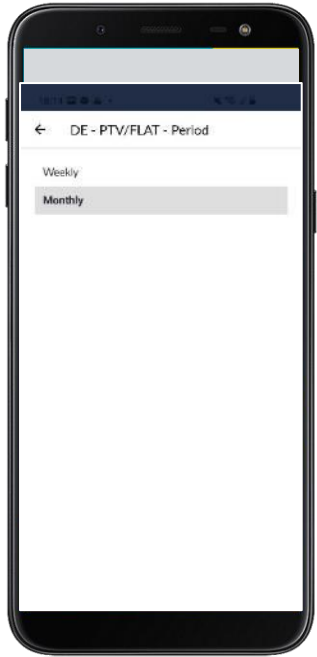
Easy switch between weekly and monthly insights

Summary at a glance: my brand, strongest competitor, fastest mover, my model

Instant answers on key market developments

Sales brand performance deep dive: own vs. competition

Easy activity monitoring for my/rival models (launches, promotions ...)





# “We wouldn’t want to be without it!”

Clients highly appreciate the app for weekly insights



” Performance Pulse is an invaluable app, giving us immediate access to GfK’s high-quality data whenever we need it. It’s well-designed, intuitive, easy to use – and the data is constantly updated. We particularly like the „hit list tracking”, which allows us to monitor our competitors’ performance and react fast. We wouldn’t want to be without it!

Raúl Martín

Vice President, Head of CE Division, Samsung Electronics Iberia

” The app is **extremely practical** and offers a great mobile port of call to quickly get an overview. It will be used a lot.

Michael Struve

Corporate Planning, Panasonic Deutschland

” GfK’s Performance Pulse provides fast, reliable and convenient access to topline summaries of our sales activity plus the all-important deep dive we need by our products, line-ups and brands. I use it every day – it’s the one intelligence tool that no manager in Haier can afford to be without!

Thomas Wittling

General Manager Germany/Austria, Haier



[Watch the preview video for our weekly version.](#)

# Relied on by major tech and durables players

Sony, Lenovo, Harman and Hisense are just four of over 1,500 MI Sales Tracking clients



I truly believe that it would be impossible to succeed in our business without GfK POS Market Intelligence. To define and master the future we must understand past sales performance, and that is where the GfK insights add so much value. But there's more than just data, the GfK specialists are our partners, always ready to support us with their industry expertise.

**Heiko Erhard**

Head of Sales, Marketing Strategy & Planning, Sony (2020)



A crucial benefit for us has been the ability to create internal KPIs and track our performance against them. We built our 2021 strategy using the GfK intelligence, and we're using the monthly and quarterly data to continuously evaluate how we're doing. As we've improved our brand performance and we deliver on our brand promise, we can see customer loyalty and sales increasing, and as a result we'll continue with this approach into 2022 and beyond.

**Tatiana Timofeeva**

Marketing and Communications Director, Harman Russia



Market Intelligence from GfK helps us optimize our product portfolio and develop and execute a launch strategy for the new business units. We use the data to track our performance versus the competition on a monthly basis. This is key to our sales and marketing strategy, especially when it comes to our product portfolio and pricing.

**Yannella Amendola**

Marketing Director, Hisense Iberia



GfK's weekly data helps us to adjust forecasts and promotions rapidly, and to plan for crucial sales periods. It allows us to act based on what feels like live data, giving us increased visibility to maximize our business.

**Andrew Line**

Head of Consumer PC & Visuals 4P, Lenovo UK and Ireland

# Trust the industry's currency solution

To maximize your competitive performance



Know what is selling,  
where, when and at  
what price point.



Deliver ROI during  
launches and promotions.

Benchmark your  
performance against  
competitors.



Predict future sales  
performance.



Maximize sales impact by  
making the optimum tactical  
and strategic decisions.





# Have we sparked your interest?

Feel free to get in touch with us



**Kerstin Schlotter**

*Client Business Partner (Manufacturer)*

+49 911 395 4324

[Kerstin.schlotter@gfk.com](mailto:Kerstin.schlotter@gfk.com)



**Celina Voss**

*Client Business Partner (Retailer)*

+49 911 395 2091

[Celina.voss@gfk.com](mailto:Celina.voss@gfk.com)