



GfK TECHNOLOGY



# GfK Technology

Create powerful media strategies  
with a 360° view of the Connected Consumer



# GfK TECHNOLOGY



- Introduction
- Consumer Understanding
- Strategic Planning
- Campaign Performance
- GfK Cross Medialink



Connected Consumers engage with media in a completely new way

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## “Always on” connectivity causes friction between audiences and content

By connecting advertisers with consumers we help create smart media strategies

A 360° crossmedia view is vital to bridge the gap between content and consumers



### Consumer Understanding

Optimize targeting with behavioral segmentation.

### Strategic Planning

Improve strategic media planning by tracking your target group's cross-media behavior.

### Campaign Performance

Assess the performance of multi-channel campaigns online and offline.

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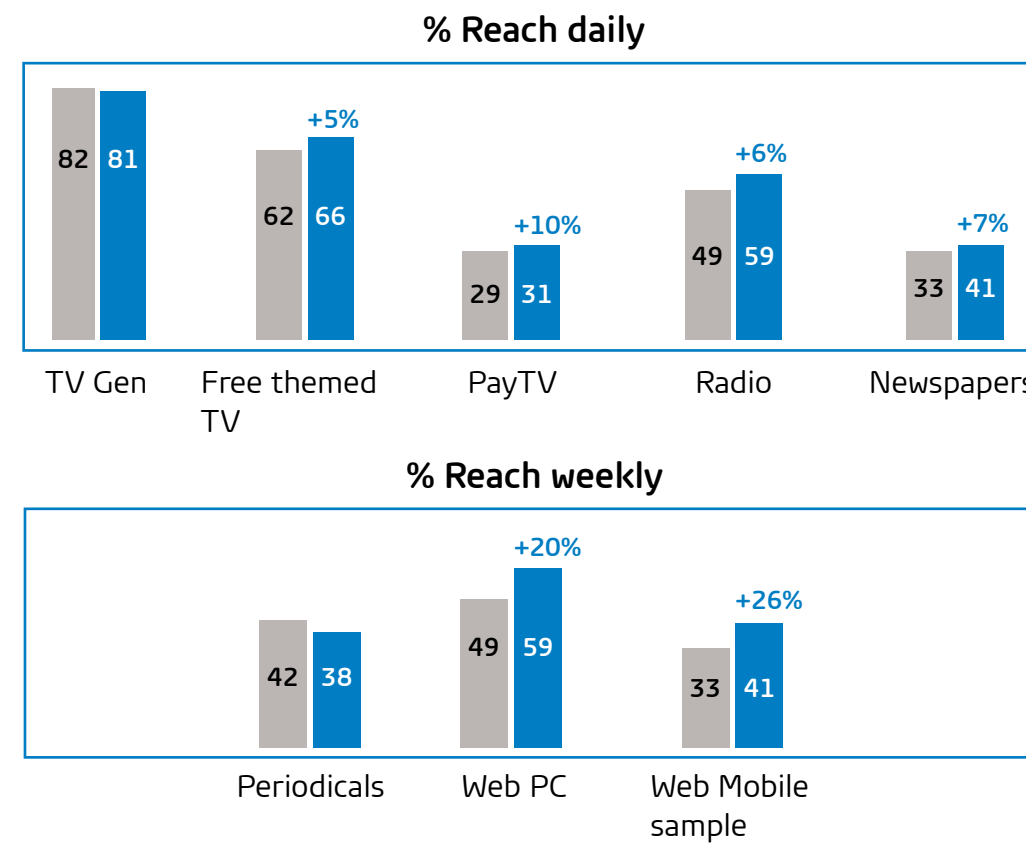


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## Better understand each segments' digital behavior\*

Identify opportunities for marketing activation

### Exposure to various types of media

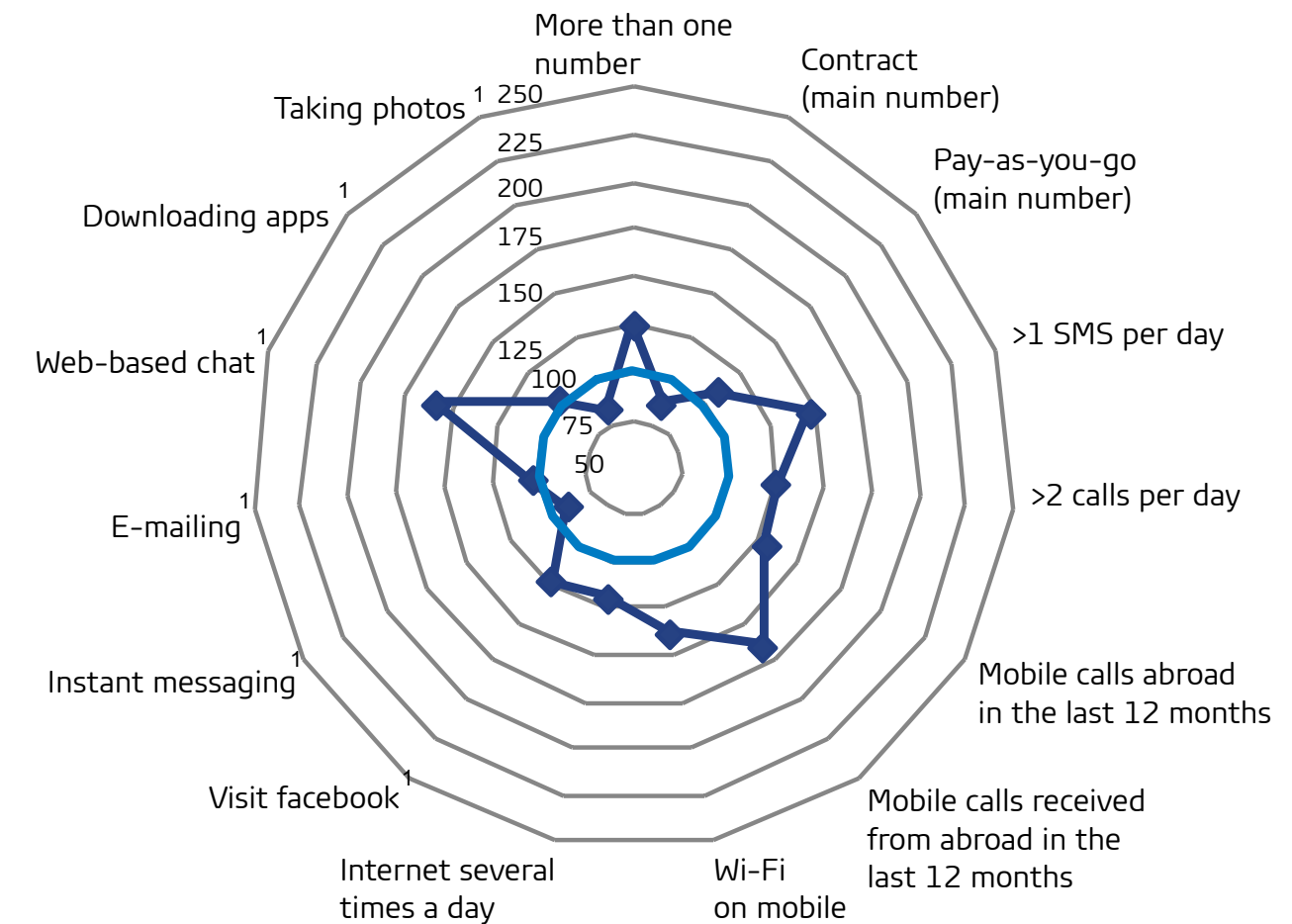


Pop 14+    Mobile data users

\* Example segment: Mobile data users

Source: Data based on a 2016 segmentation survey carried out for telco company

### Mobile telephony uses and services



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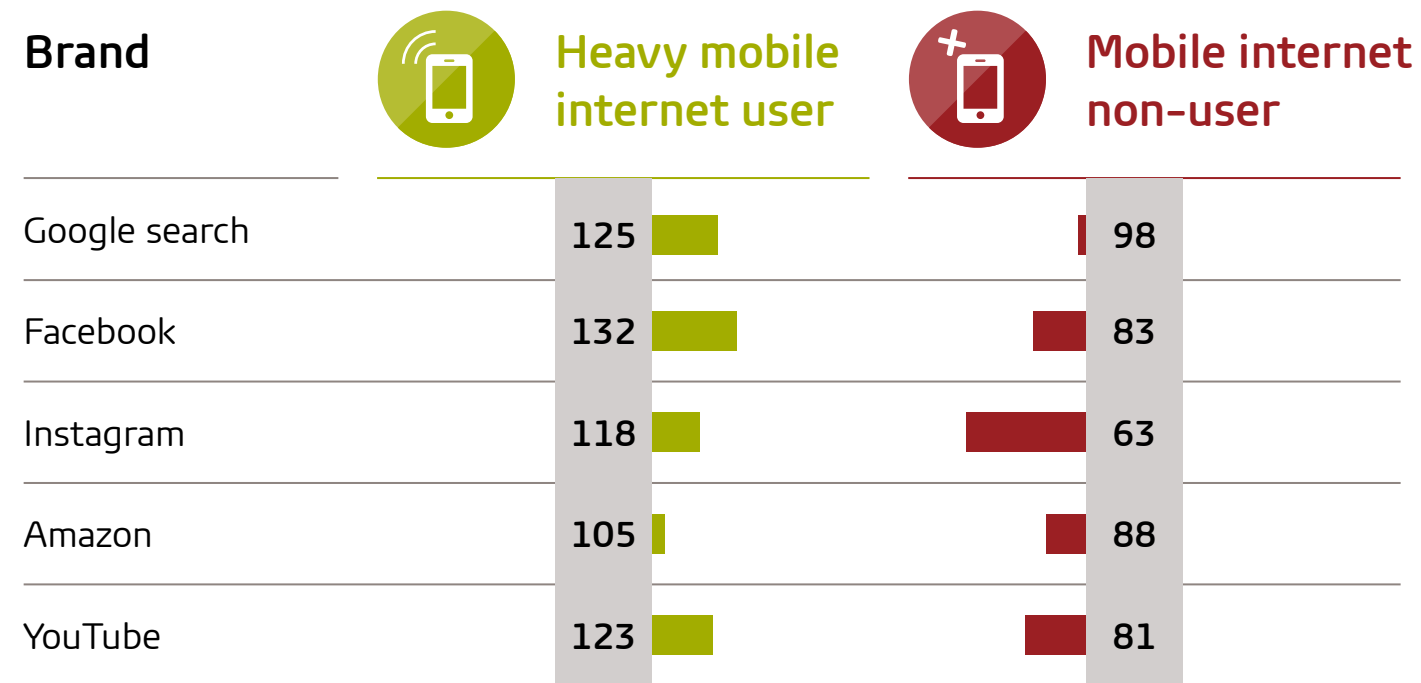
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## Identify digital ad spaces for optimized targeting

Reach and influence your target group's decision making



✓ Our Net Engagement Index identifies the key channels to reach your target audience.

Calculation of Net Engagement Index:  $\text{Duration per unique user (target audience)} / \text{Duration per unique user (total population)} * 100$

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Source: Data based on online behavior of UK consumers in the period of July – December 2016



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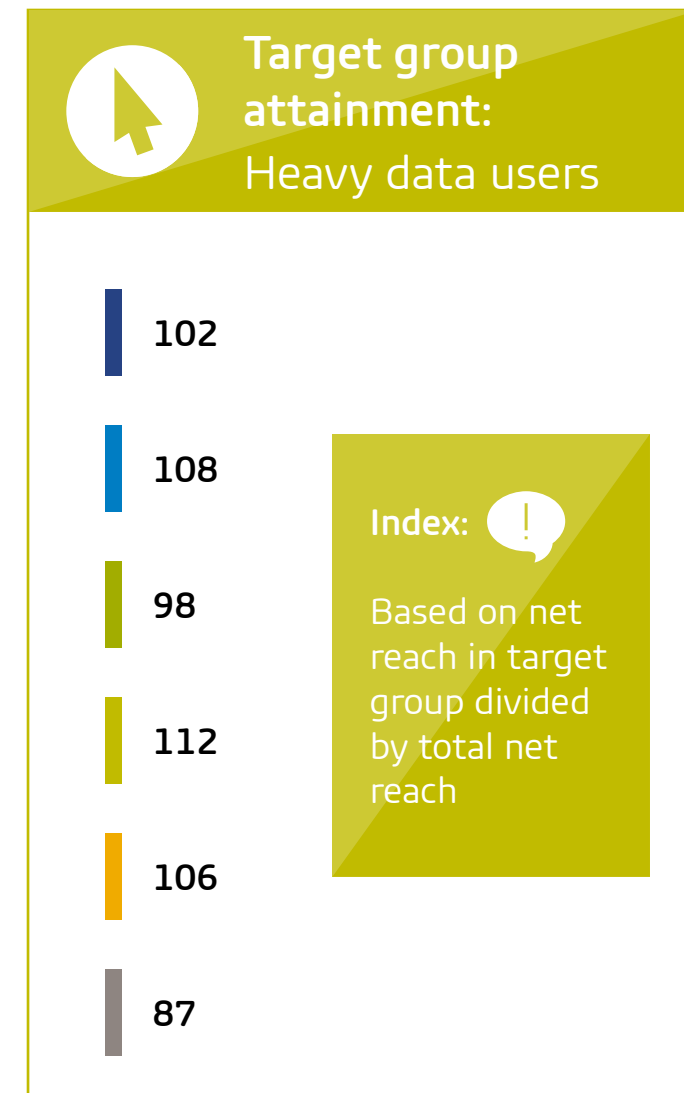
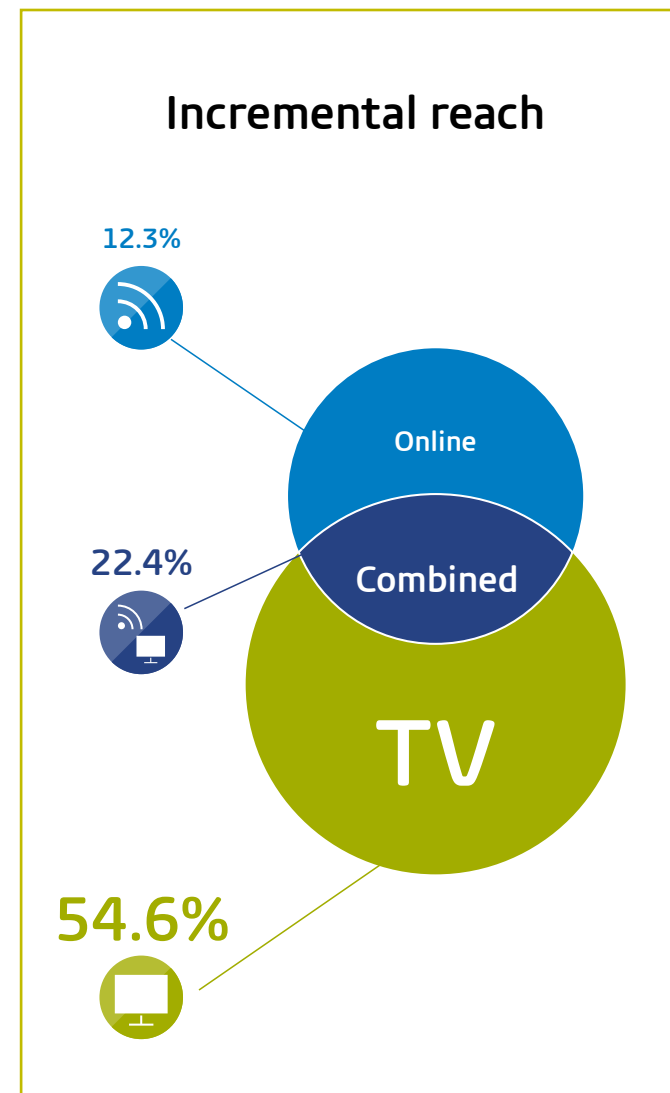
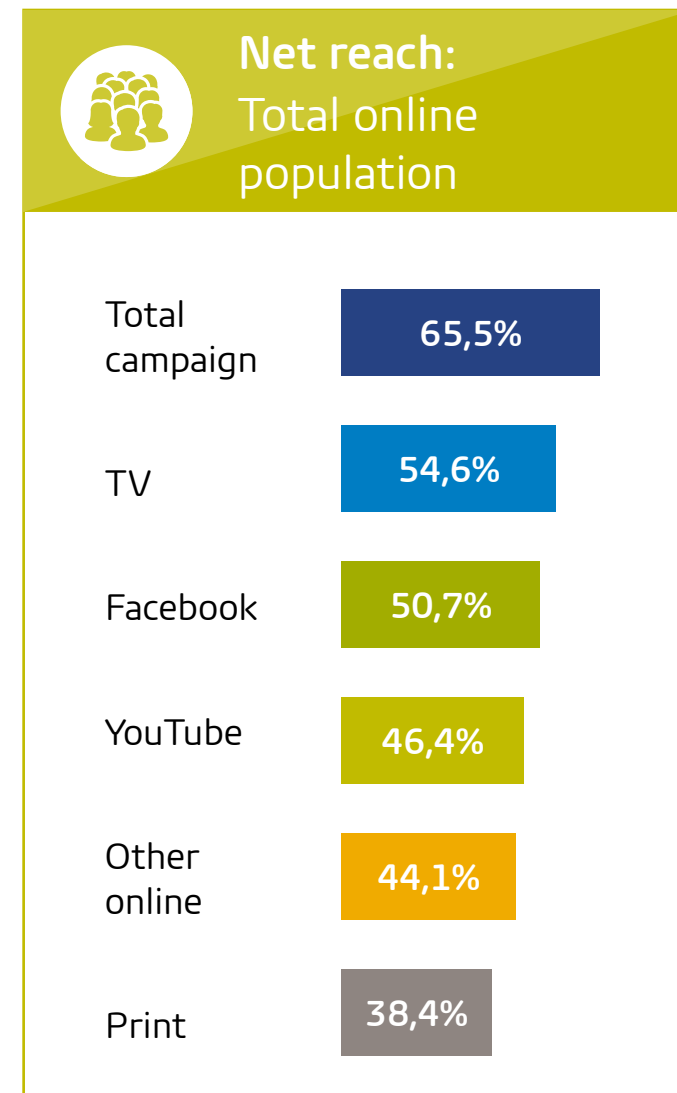


## KPIs that drive your campaign planning success

A reliable cross-media perspective on all your touchpoints

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  - Which KPIs
  - Digital uplift
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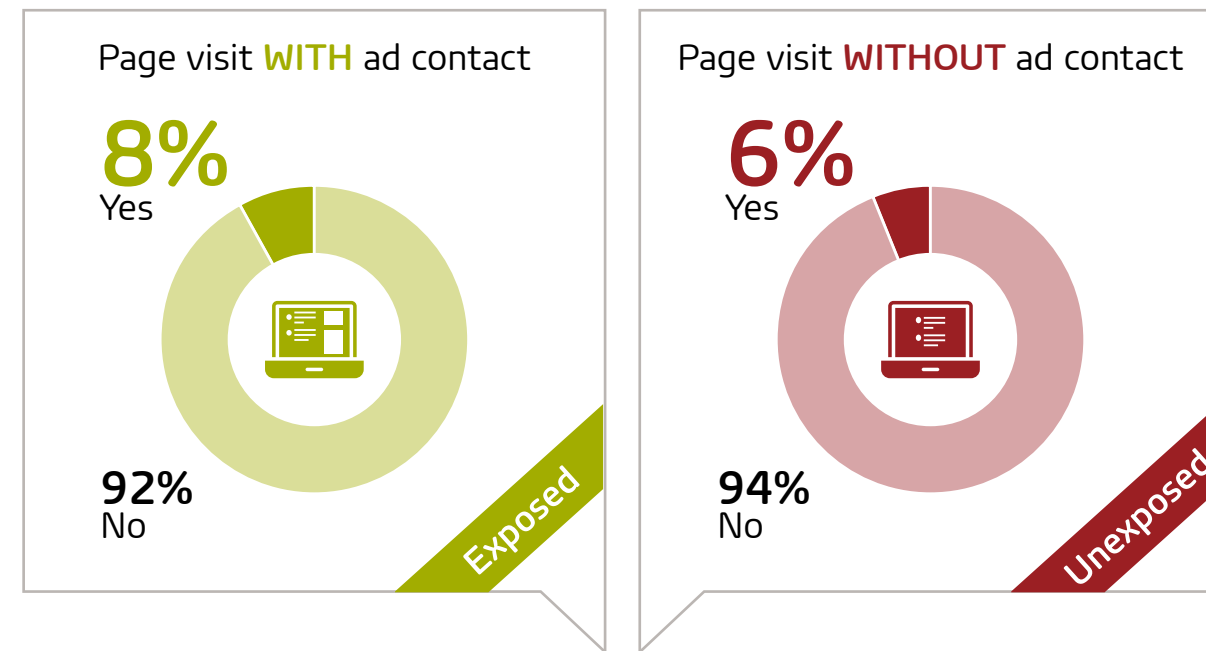


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## Digital uplift: What do we mean?

Drive traffic to your online inventory to close the deal

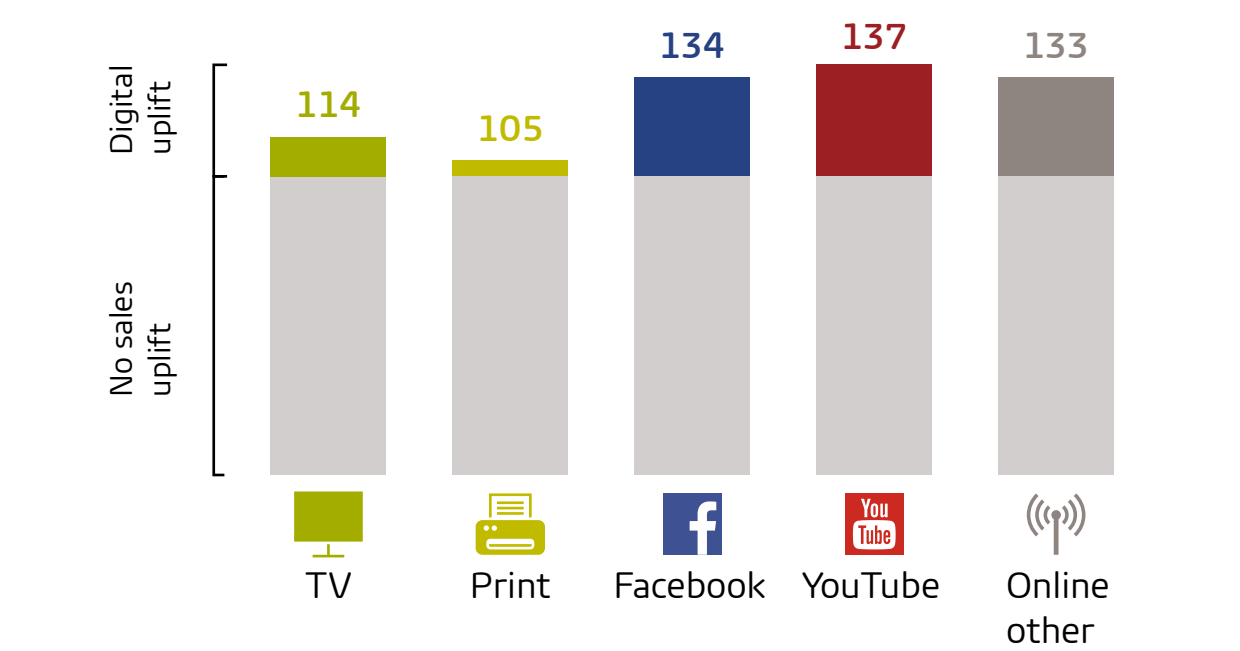
Evaluate the impact of a campaign on driving incremental traffic to your online assets



**Result**  
The website visit probability increases by 33% amongst house-holds exposed to advertising

$8/6 = 1.33$   
(\*100)

Identify the optimal channels to maximize your sales opportunities<sup>1</sup>



**Base:** Total population 14+

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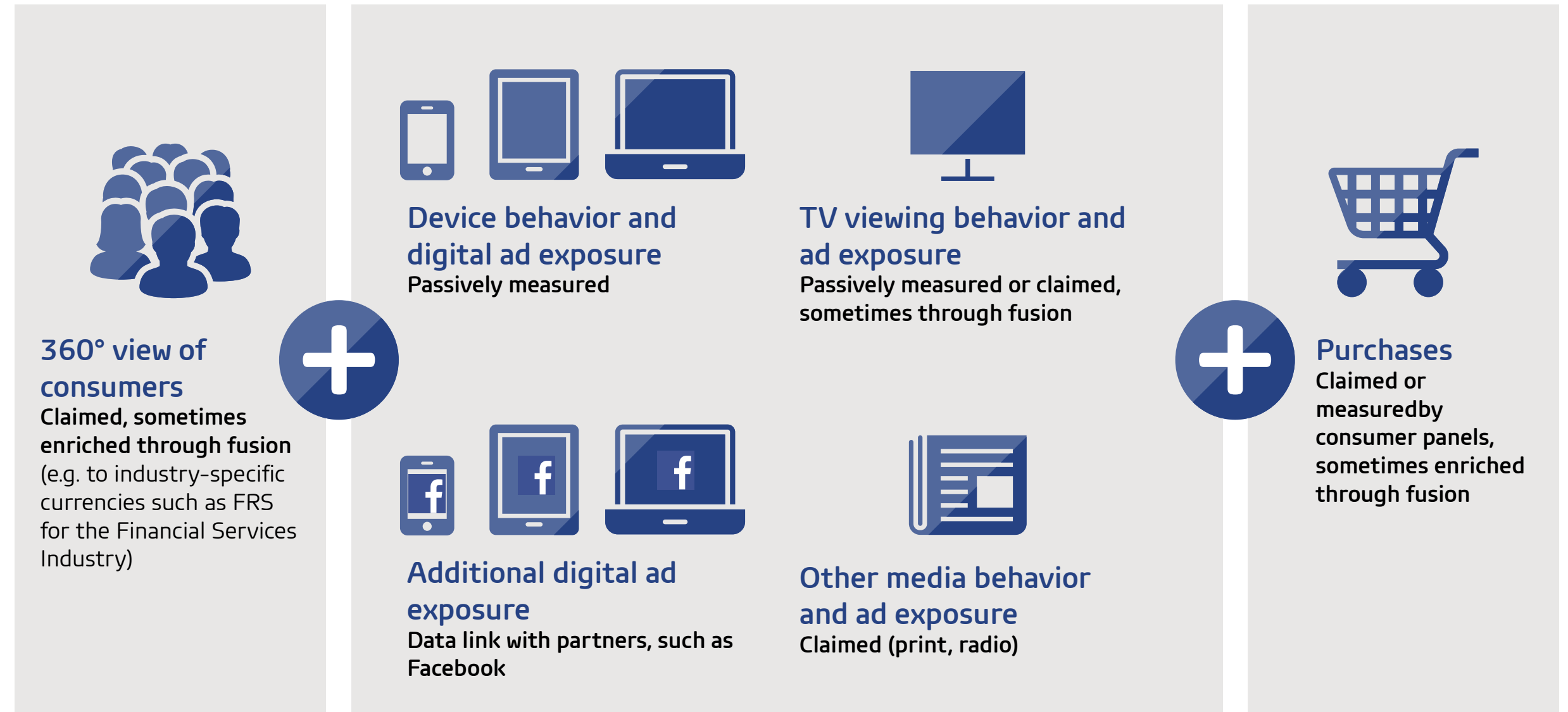


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  - **What's that**
  - Where is that

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## GfK Cross Medialink – What's that

A platform of single-source cross-device digital measurement panels







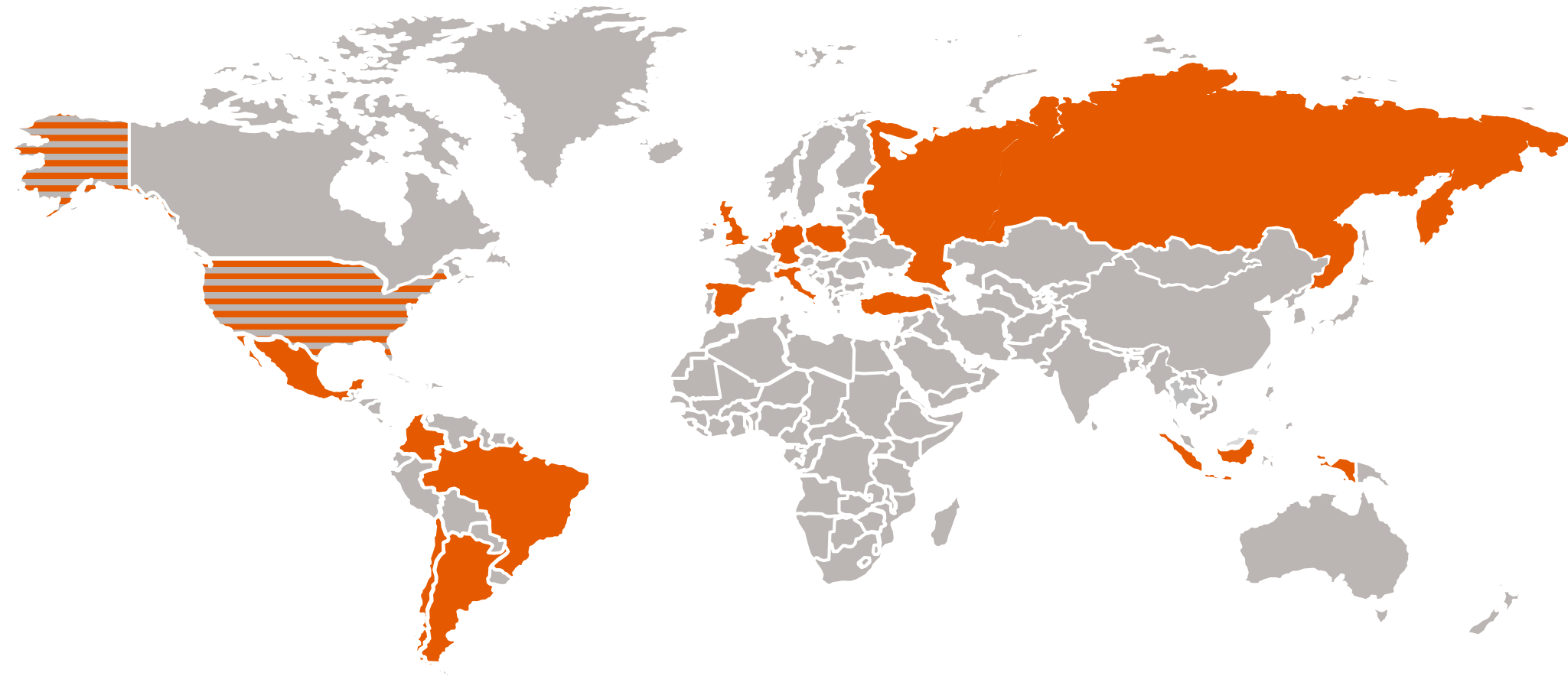
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## GfK Cross Medialink – now available in 14 countries and expanding to 15 countries by the end of 2017

Extent of insight generation depends on local panel infrastructure

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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.

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