

The Total Economic Impact™ Of gfknewron

Through five customer interviews and data aggregation, Forrester concluded that gfknewron has the following three-year financial impact.

SUMMARY OF BENEFITS

Three-year risk-adjusted

Improved operational efficiency

\$828K

Improved market value

\$2.5M

Improved profitability (avoided promotion)

\$425K

Incremental profit from using Predict for pricing and portfolio management

\$1.09M



REDUCTION IN STAFF EFFORT

80%



ROI

345%



PAYBACK

6 month

KEY INVESTMENT DRIVERS



Insufficient frequency and granularity of data



Laborious and time-consuming assimilation of data



Irrelevant reporting and dashboards

VOICE OF THE CUSTOMER

“gfknewron is a game changer for us. It allowed us to identify weak areas in each category, help shape our media campaigns, and improve brand equity in record time.”



General manager, market and shopper insights, domestic appliances

“gfknewron Lost Shopper provided evidence that we are losing in the elderly target market. This gave us an opportunity to rapidly adjust our media and go-to-market strategy. It all boils down to better informed decisions, not gut feeling.”



Product lead, Western Europe, grooming firm



Read the full study

This document is an abridged version of a case study commissioned by gfknewron titled: The Total Economic Impact Of gfknewron, October 2022.

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Commissioned By

