Press release

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GfK and Eyeota consumer purchasing-power retail data available to advertisers across Europe

"Retail Purchasing Power" and "Purchasing Power for Retail Product Lines" now available to improve accuracy of targeting consumers online according to their offline shopping habits

Nuremberg, May 09, 2017 – GfK is making data on consumer purchasing power available across Europe via the Eyeota Data Marketplace, it announced today.

GfK and Eyeota, who formed a partnership last year, have extended their European Purchasing Power portfolio of data segments to cover specific retail categories in more detail, enabling even better online targeting according to consumer's offline purchase behavior.

These data segments are standardized across multiple Europe markets. For example, retailers and brands selling food, household products and health products will be interested in this capability to bridge offline behavior with online targeting. According to GfK's global FutureBuy study*, 54 percent of consumers purchase exclusively in store, but this rises sharply for sectors such as packaged food and beverages (75 percent), OTC healthcare (76 percent) and household washing and cleaning products (76 percent).

GfK Purchasing Power segments are generated from multiple sources, including official bureau statistics combined with proprietary analyses of consumers' shopping behavior. They are validated through a series of internal quality checks and cross-checked with the results of on-site evaluations performed by GfK experts. The segments conform to data privacy standards and are readily available for use on the Eyeota audience platform.

GfK Retail Purchasing Power (High/Medium/Low) is the share of purchasing power available for retail purchases. It is available for Austria, Germany, Denmark, Spain, Turkey and the U.S.

GfK Purchasing Power for Retail Product Lines (High/Medium/Low) is the share of purchasing power available for retail purchases of a specific product line within categories such as: food and beverages, health, clothing, shoes, furnishings, household products, appliances, consumer electronics, watches, jewelry, sporting goods, home improvement. These data segments are available for Austria, Germany, Denmark, Spain and the Netherlands.

Niko Waesche, Head of Customer and Audience Activation at GfK, said, "Remember: Not all products are purchased online, so our data, which assesses how people spend in offline retail channels, is incredibly valuable for advertisers. GfK Purchasing Power is the most the accurate way to engage audiences with high, medium and low purchasing power and helps advertisers to segment campaigns to specific audiences. For example, using our suite of segments, a retailer can accurately target premium, value and economy food shoppers."

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Notes for editors:

*Source: GfK FutureBuy 2016; online survey with 20,000 consumers 18+ in 20 countries across key categories including: FMCG, electronics, consumer durables, toys, clothing, health and beauty.

GfK's Consumer and Audience Activation area serves brands, agencies and media groups. It combines industry insight with data science expertise and draws on a raft of unique proprietary data sources including: Online, television and mobile behavioral data, geo-marketing data, consumer purchases by households, Consumer Life profiles, electronics goods sales and financial consumer data. It also designs custom data solutions for clients to enhance their single customer view, working in a bespoke manner with client data and other data sources. GfK uses aggregated, privacy safeguarded data sources, and processes the data in accordance with applicable data protection laws.

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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