

Press release

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Keeping the finger on the pulse of the market with sell-out insights anytime and anywhere

Nuremberg, March 5, 2019 – GfK announces “GfK Performance Pulse”, a digital weekly sales mobile app to help commercial teams make informed decisions on-the-go. Based on data from Point of sales tracking and GfK’s decades long experience in working with manufacturers and their sales teams the mobile app provides the actionable insights required to gain a genuine competitive advantage.

GfK Performance Pulse has been designed to enable sales teams to react fast to maximize sales impact and deliver the best return on investment during launches and promotions. Sales managers will be able to keep track of market share, sell-out performance, the strongest competitors, fastest mover and best-selling models. As well as key segments of the market information, GfK Performance Pulse is packed with best-selling models, brands and prices.

Tilman Rotberg, VP Market Insights at GfK, adds, “Today’s retail sector moves at light speed, and there is intense pressure on commercial teams to hit and exceed targets. As Sales Managers are always on the road, GfK Performance Pulse will make their everyday life so much easier by providing actionable and digital insights on-the-go.”

GfK Performance Pulse is part of GfK’s comprehensive suite of solutions that provide consumer, market, pricing and promotions and brand insights. That supports GfK’s clear vision of leveraging strong and unique data assets and enhancing them with highly relevant data science and analytics – not only descriptive analytics, but prescriptive as well.

GfK Performance Pulse will be publicly available in the second quarter for selected weekly product groups (Smartphones, TV, and Washing Machines) in several countries and will be continuously rolled out to more countries and product groups.

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About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

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