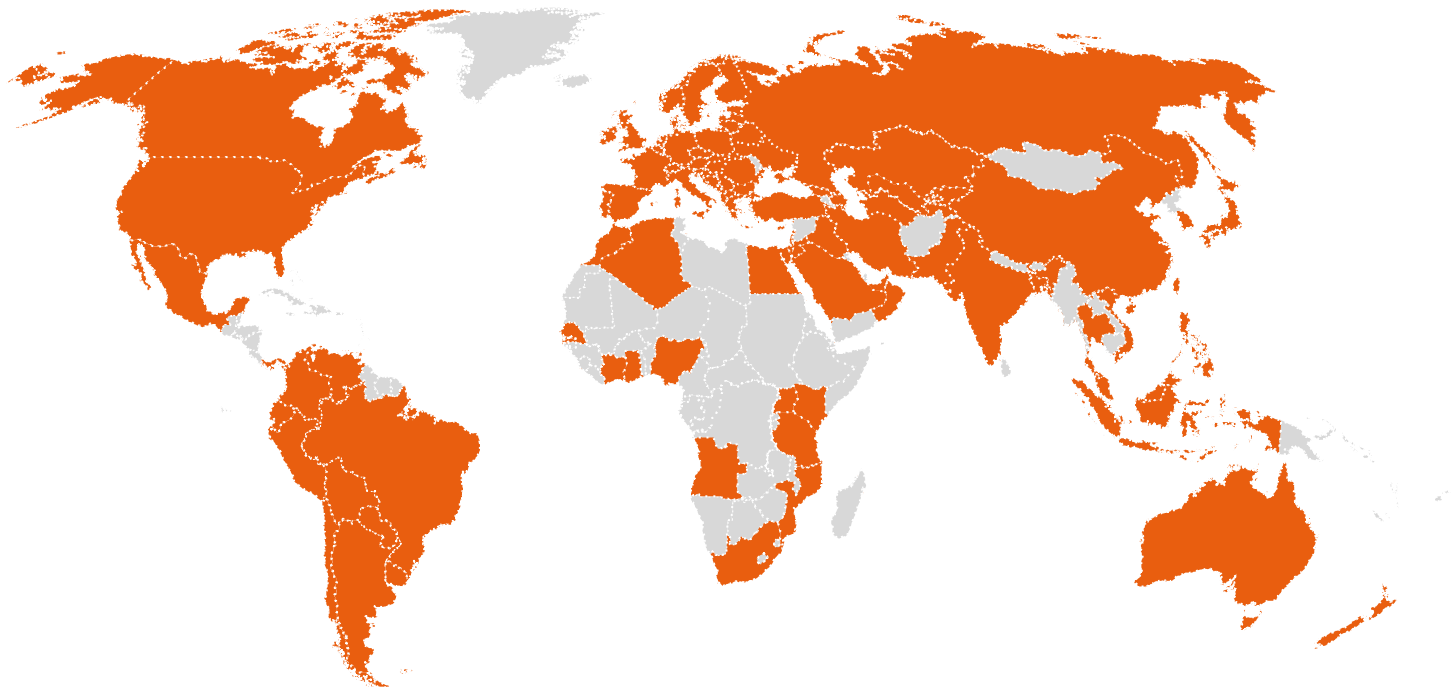


GFK CROSSMEDIA LINK

IHK Berlin Big Data Summit

Berlin | 27 September 2016 | Christoph Böhm, Nikolaus Pohle

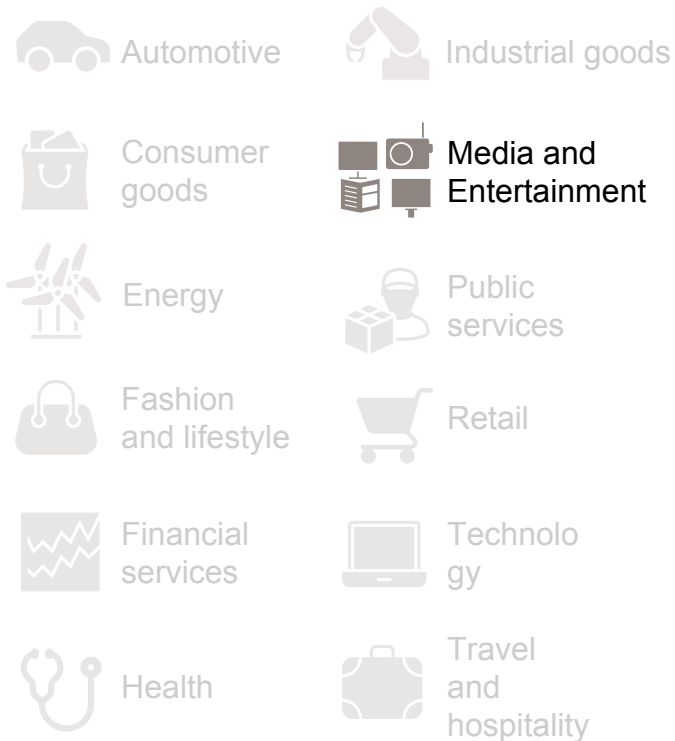
Since 1934 GfK provides Market Research Services
Today with more than 13,000 experts in more than 100 countries



We have experts on every major industry to answer our clients' key market questions



Industries we serve



Research/technology

Brand and customer experience	Online pricing intelligence
Consumer panels	Point of sales tracking
Digital market intelligence	Product catalogs
Distribution and supply chain management	Promotion and causal retail
Geomarketing	Retail analytics
Market opportunities and innovation	Shopper
Media measurement	Social media intelligence
Mystery shopping	Trends and forecasting
	User experience

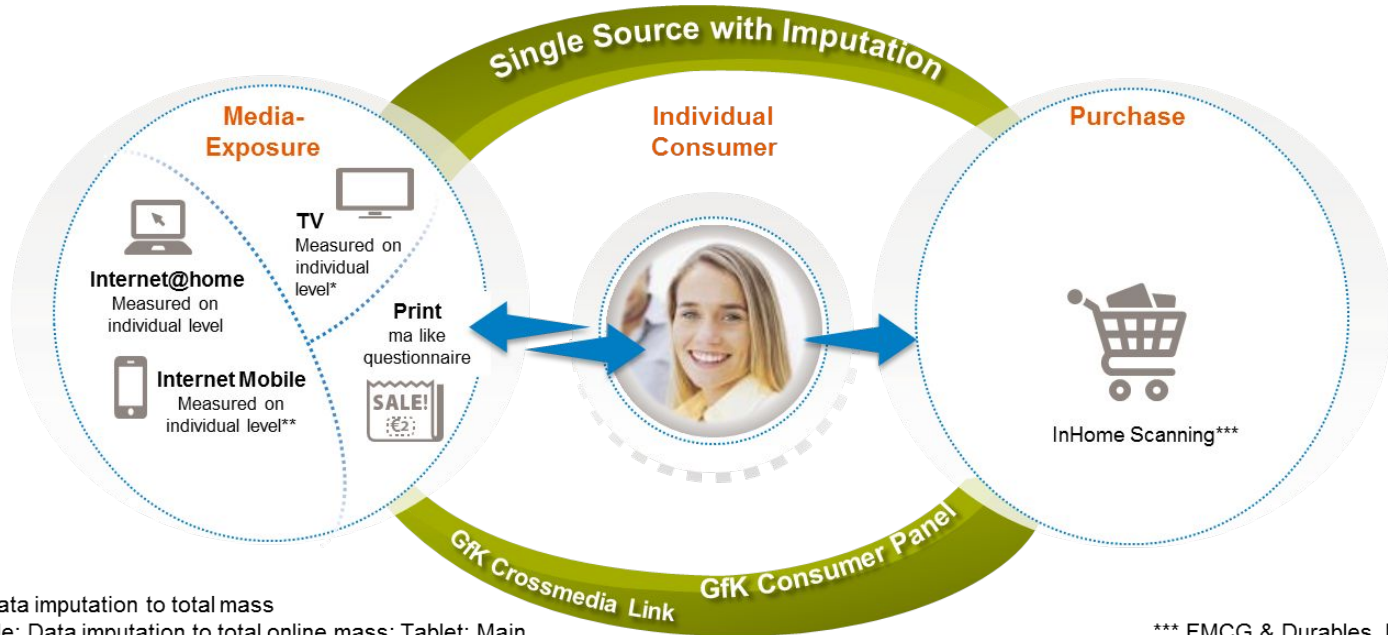
Understanding Media Behavior in 1960



Understanding Media Behavior in 2016



GfK Crossmedia Link connects Shopping Behavior with Media Behavior

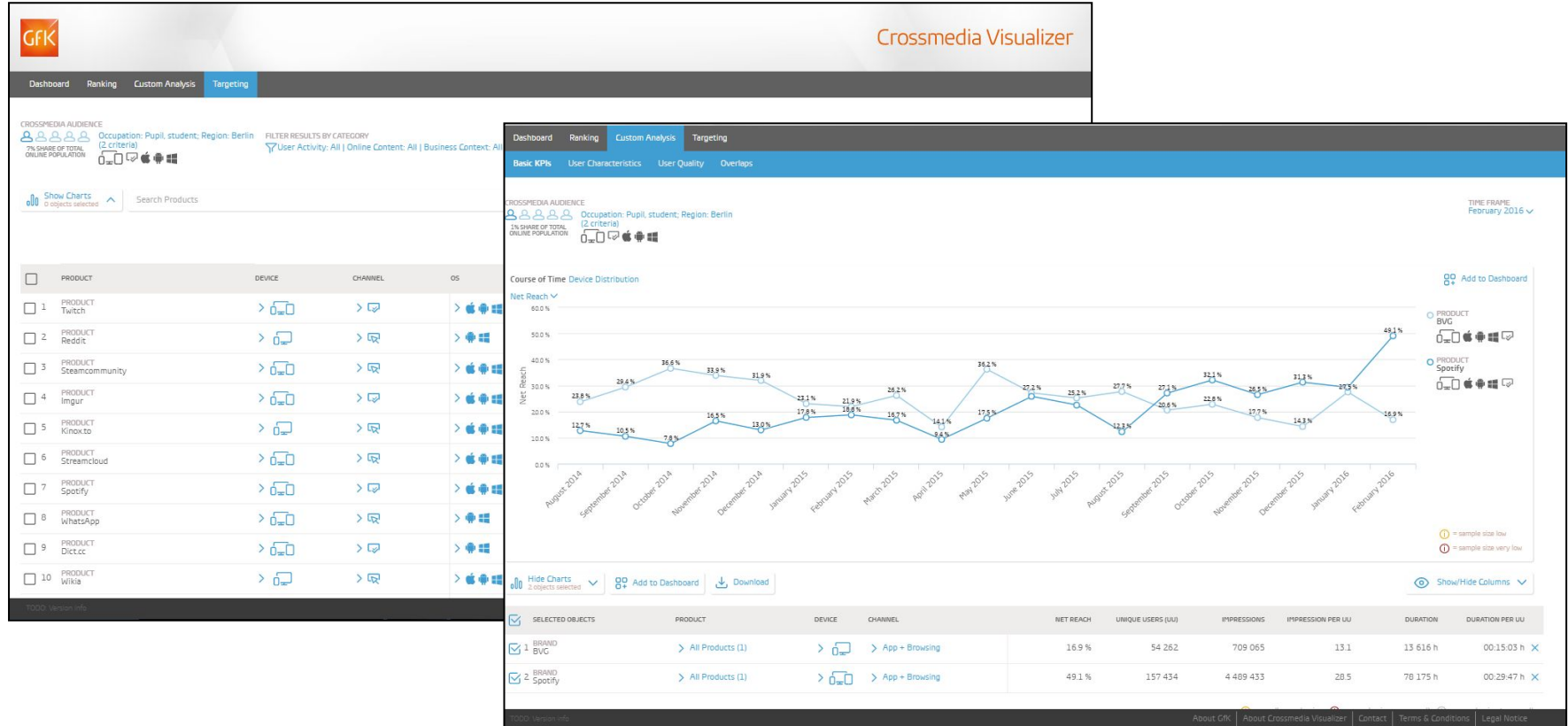


* TV: Data imputation to total mass

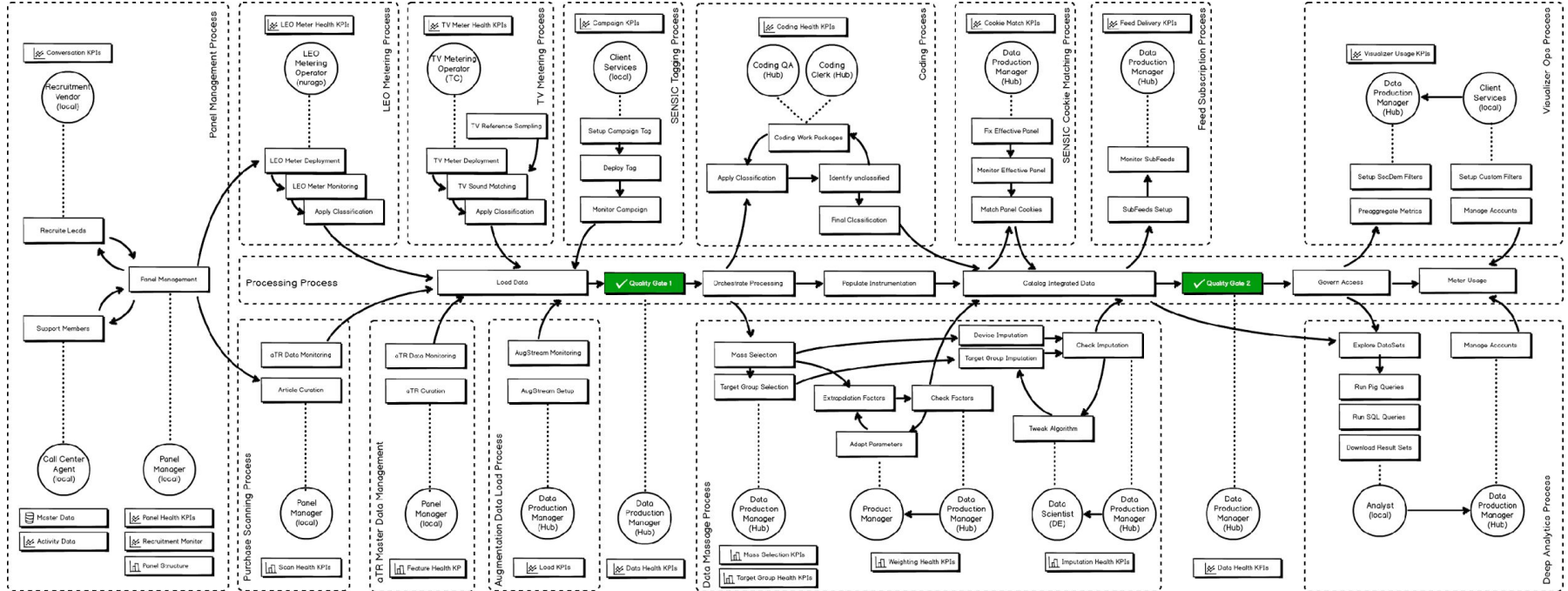
** Mobile: Data imputation to total online mass; Tablet: Main user in household

*** FMCG & Durables. In sub-panel: travel, finance, etc.

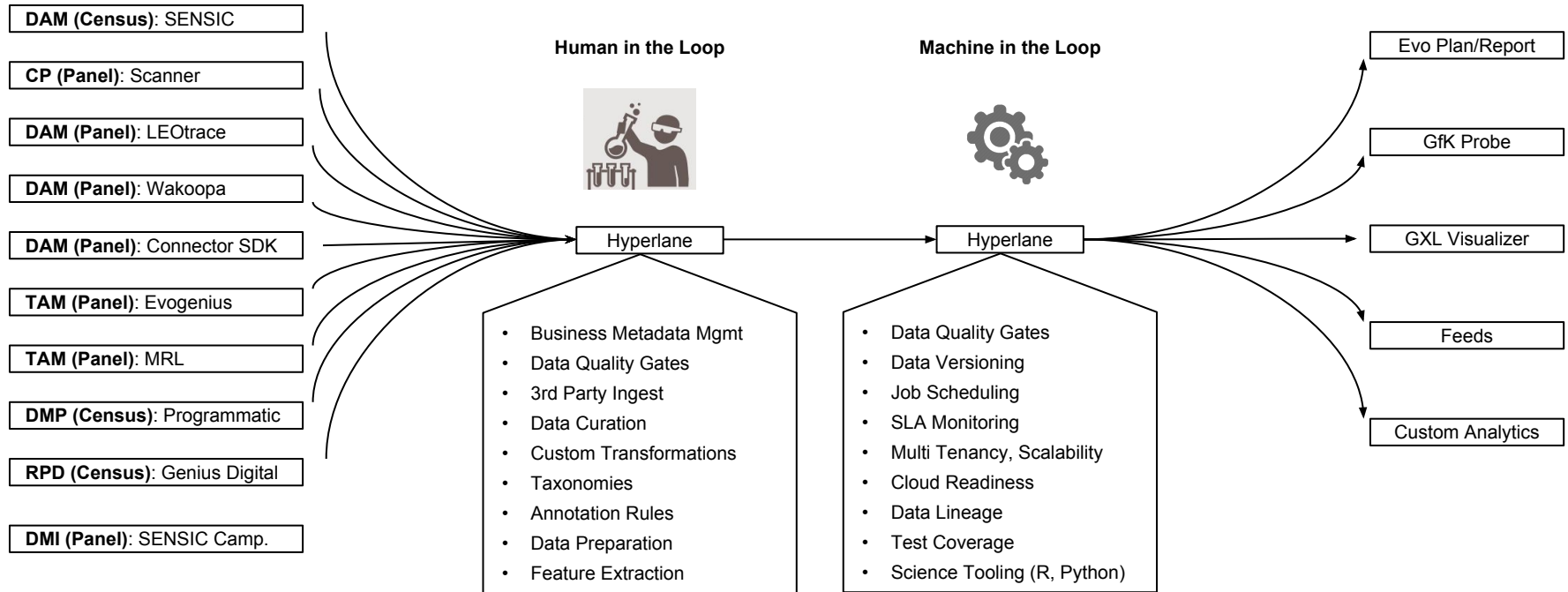
GfK Crossmedia Link enables interactive data exploration



GfK Crossmedia Link integrates dozens of GfK data sets



GfK Crossmedia Link combines human and machine intelligence



Hyperlane: Functional Scope

Offline Business Process

Find suitable data science methods to deal with peculiarities of the data



Science

Online Business Process

Continuously load and prepare data so it integrates well with science method



Engineering

Job Flow Automation

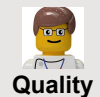
Collaboration between Scientists and Engineers to build scalable data apps that cover Online Business Processes. Configure, schedule and monitor for country setups based on templates.



Production

Data Governance

Ingest cumulative and evolving Data Sets for which the quality needs to be monitored and documented. Business and technical meta data is tagged.



Quality

Data Enrichment

Check quality of ingested data sets and approve for automation. Curate Taxonomy and maintain links to data.



Taxonomy

