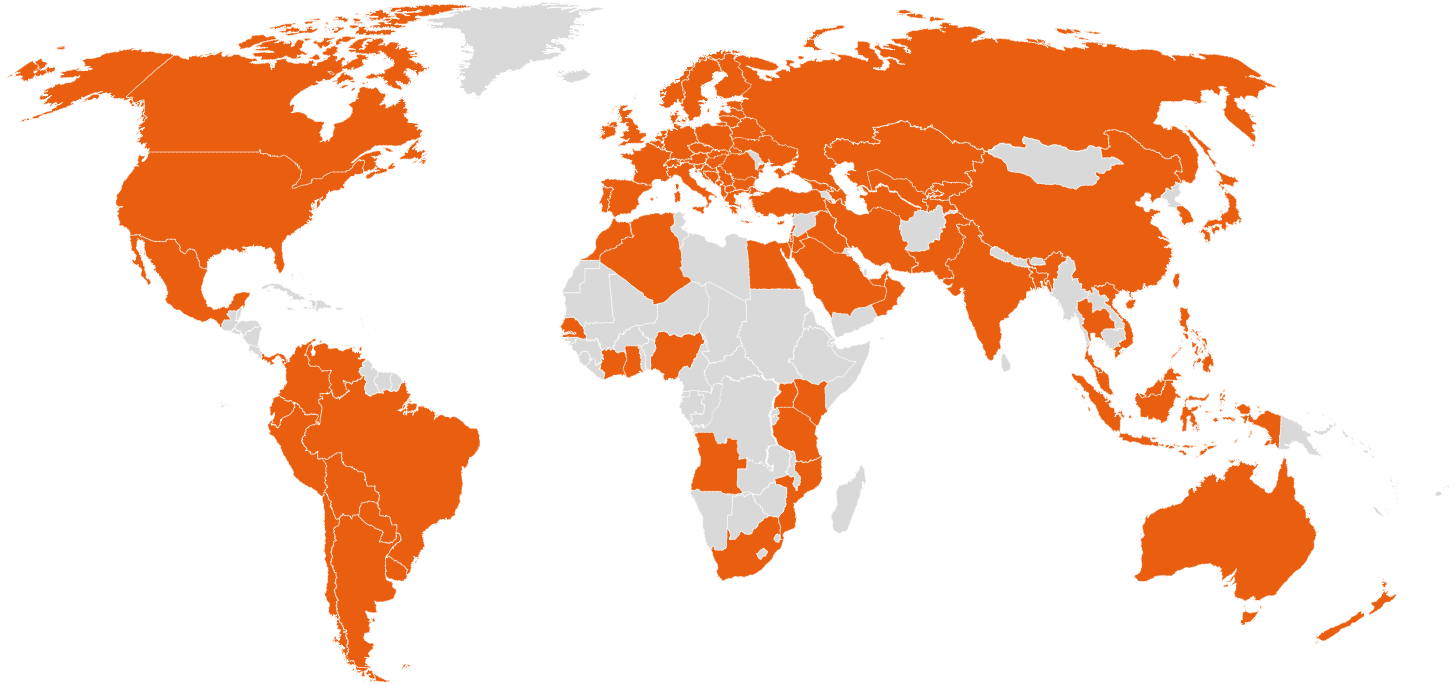


# GFK CROSSMEDIA LINK

Bitkom Big Data Summit 2017

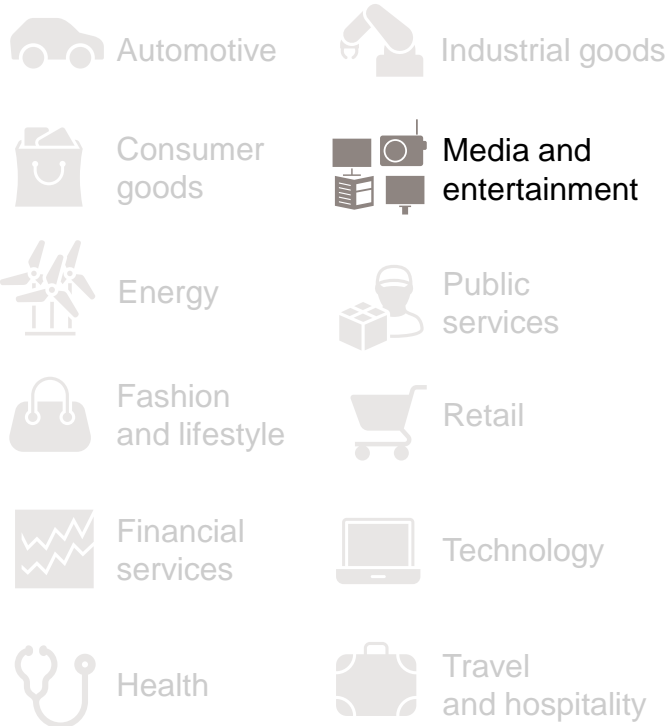
Since 1934 GfK provides Market Research Services  
Today with more than 13,000 experts in more than 100 countries



# 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

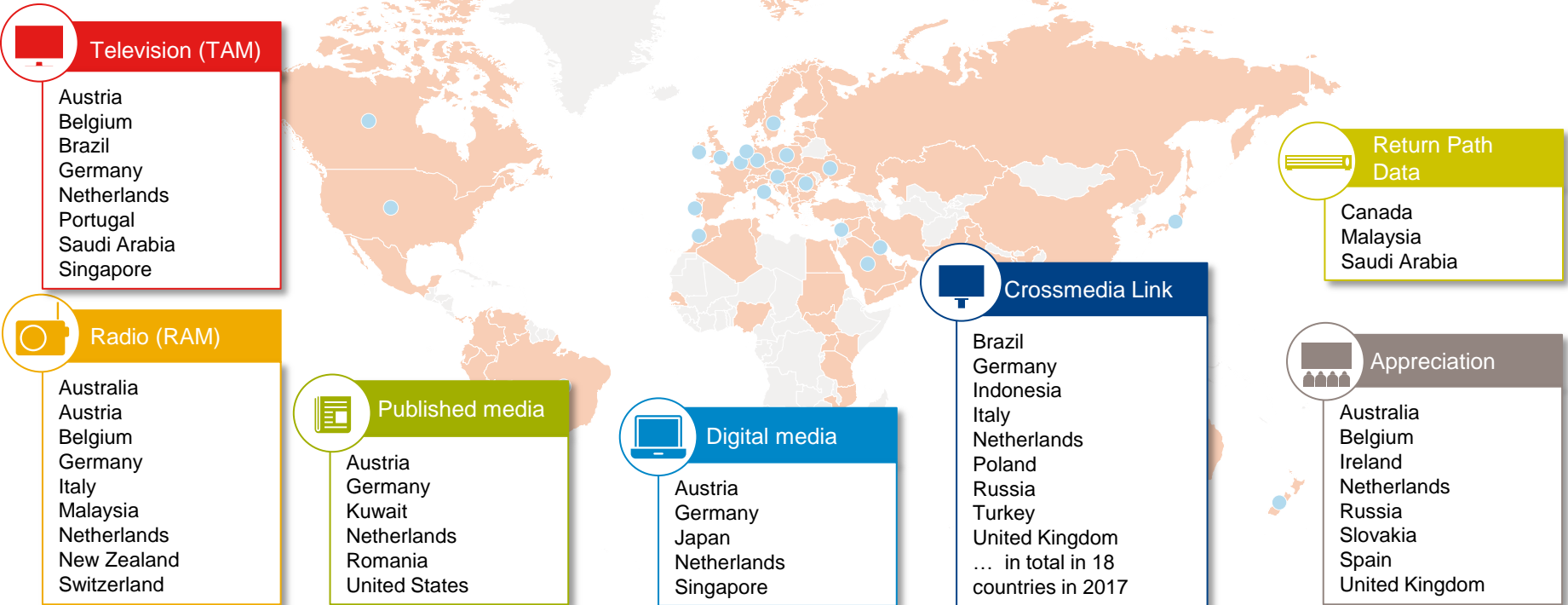
# Understanding Media Behavior in 1960



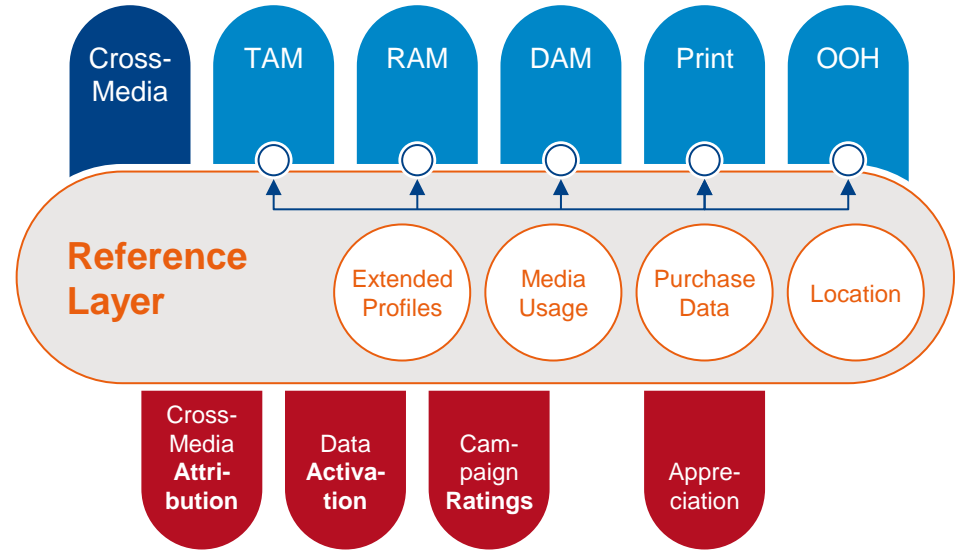
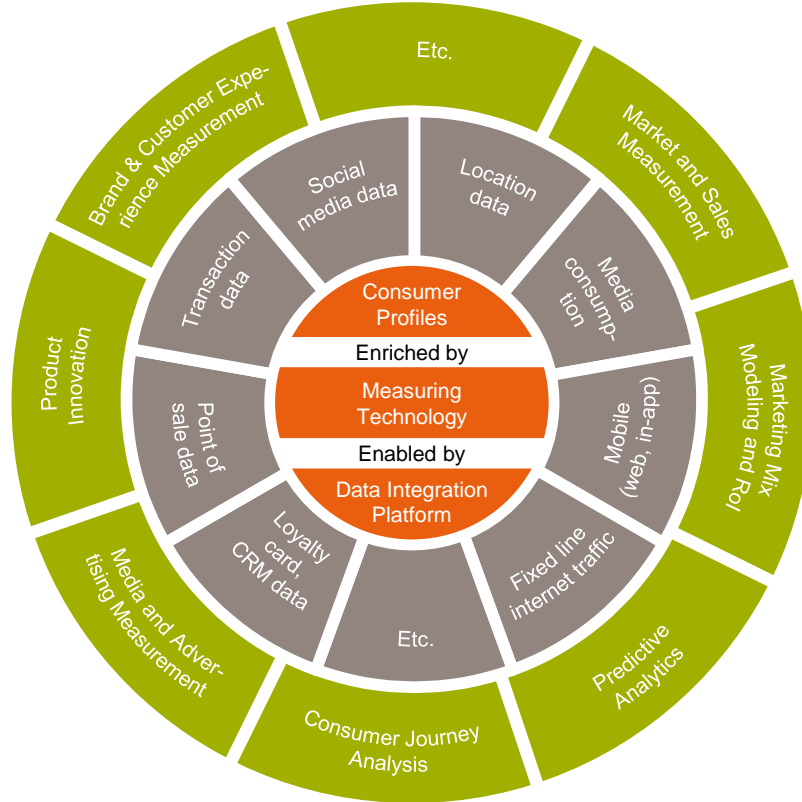
# Understanding Media Behavior in 2017



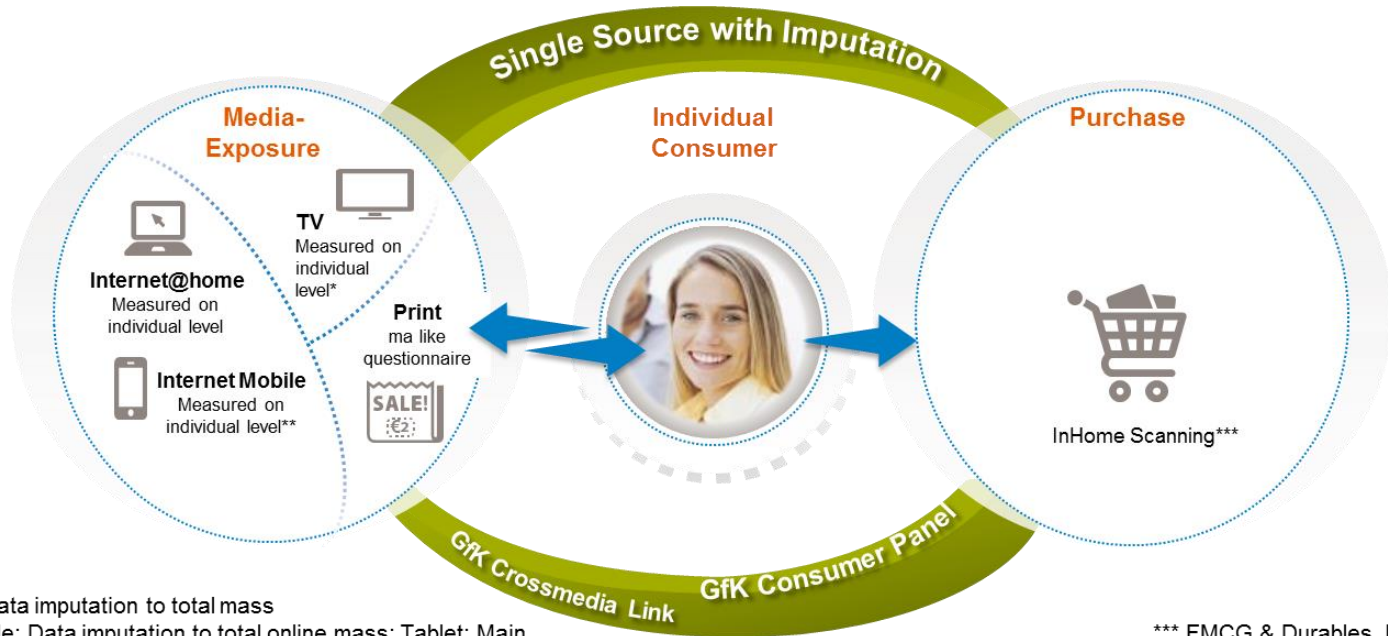
# We provide media measurement in a growing number of countries



# Single source kernels improve data integration & modelling and so quality



# GfK Crossmedia Link connects Shopping Behavior with Media Behavior



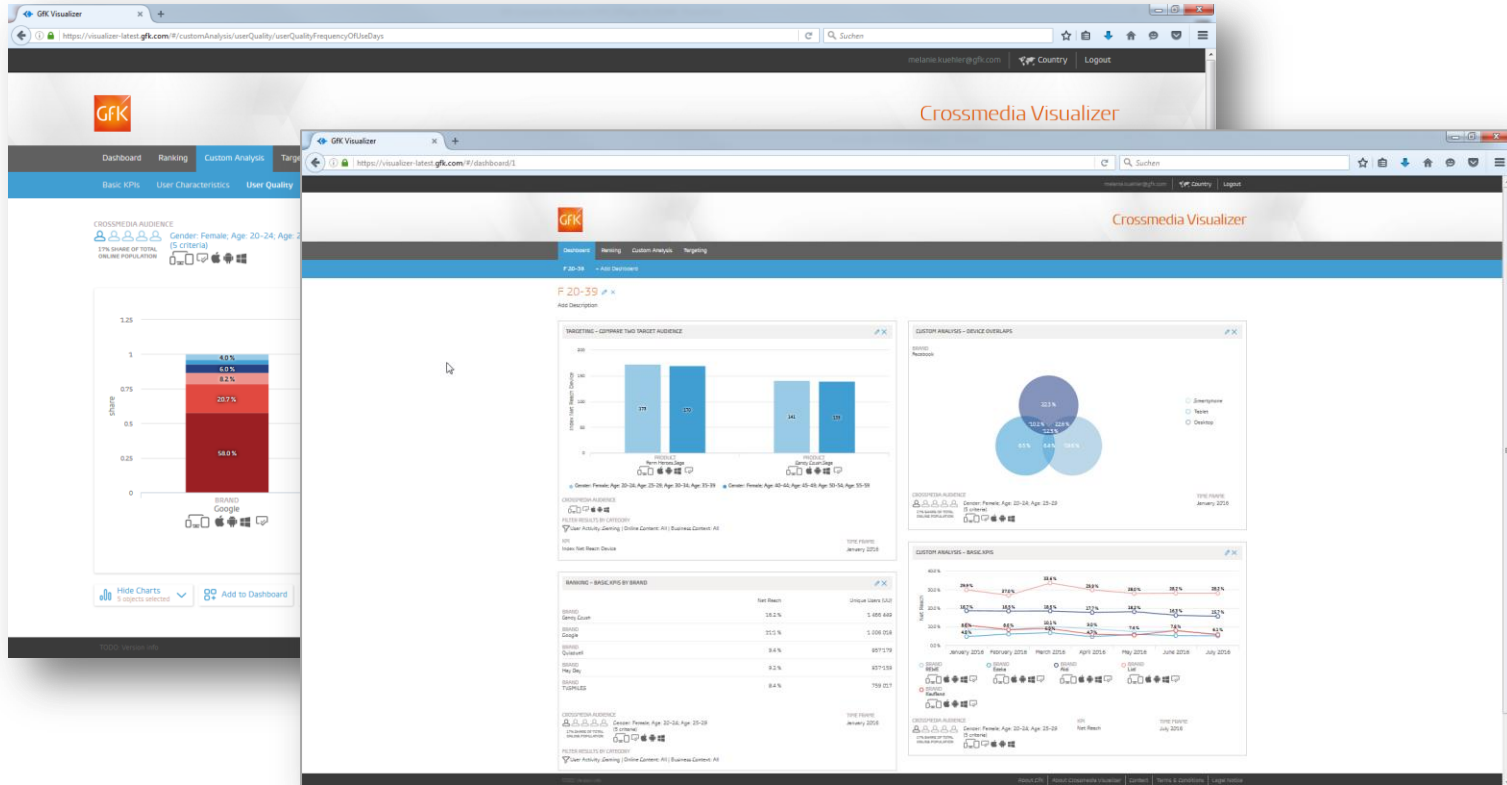
\* TV: Data imputation to total mass

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

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

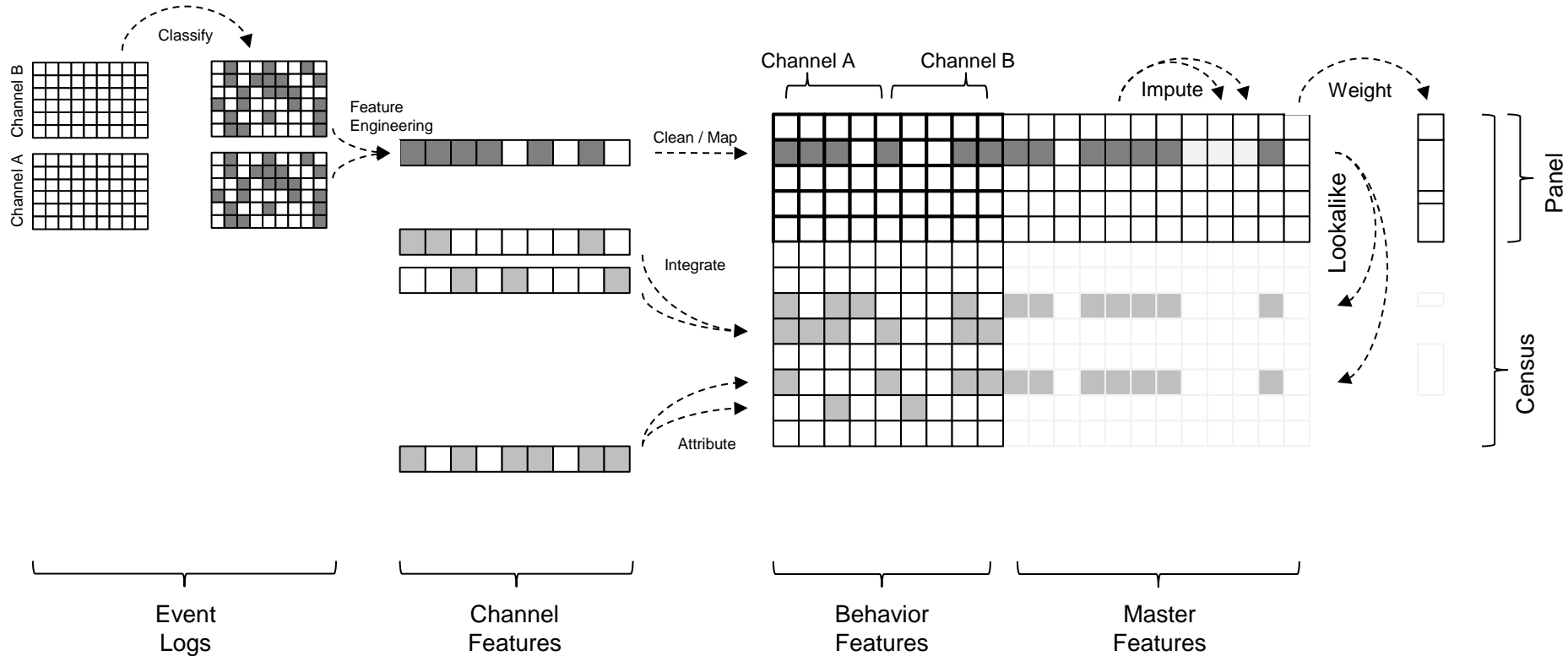


# GfK Crossmedia Link enables interactive data exploration



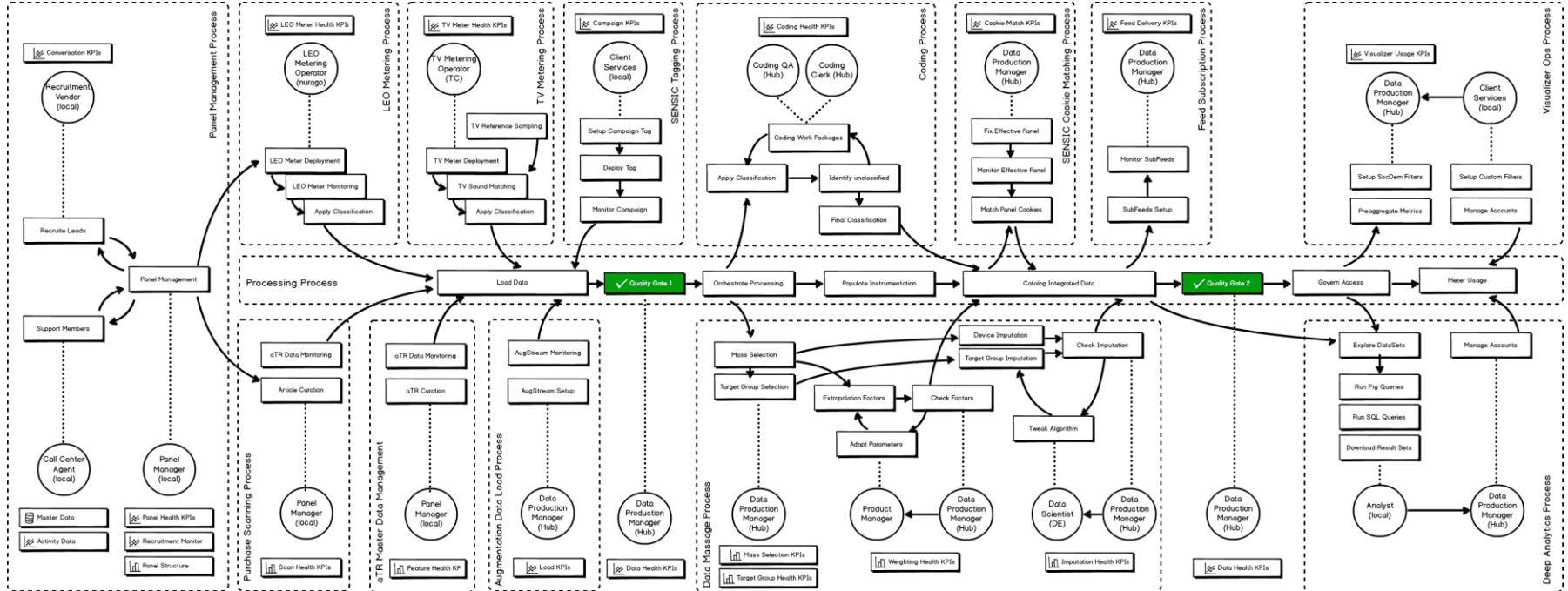
# GfK Crossmedia Link

integrates dozens of GfK data sets



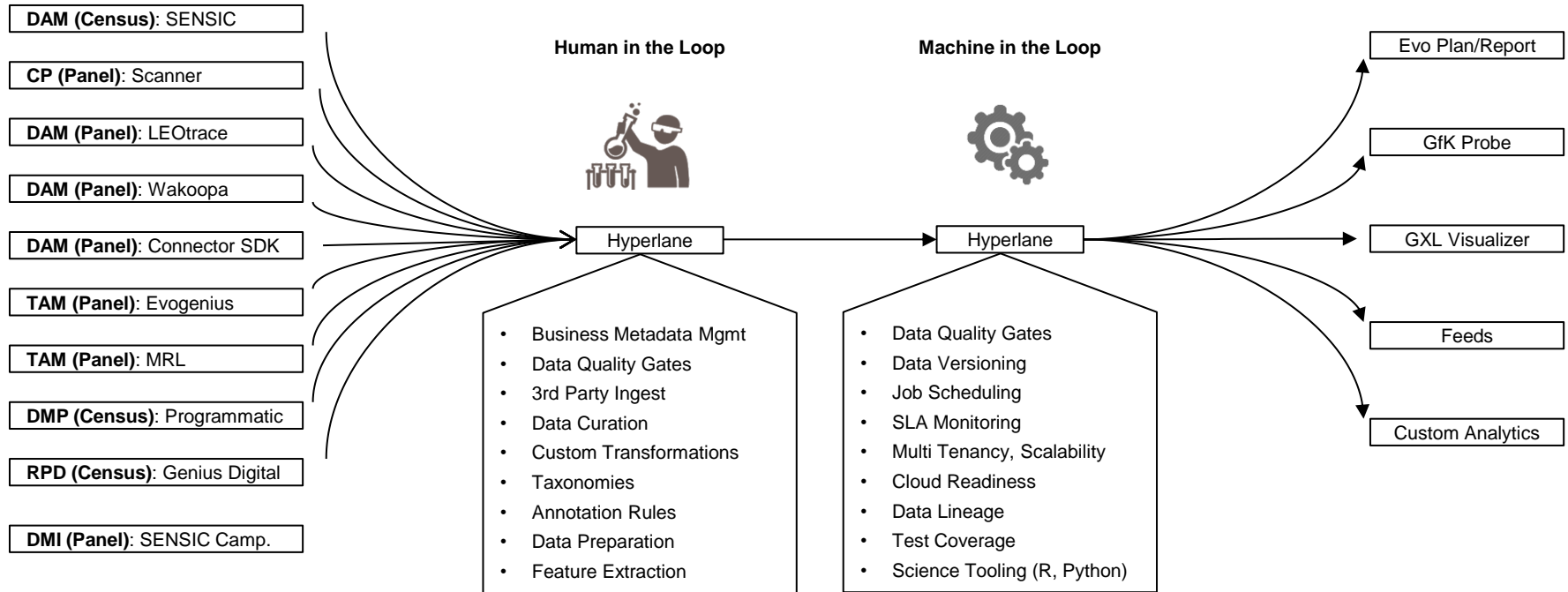
# GfK Crossmedia Link

## 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.



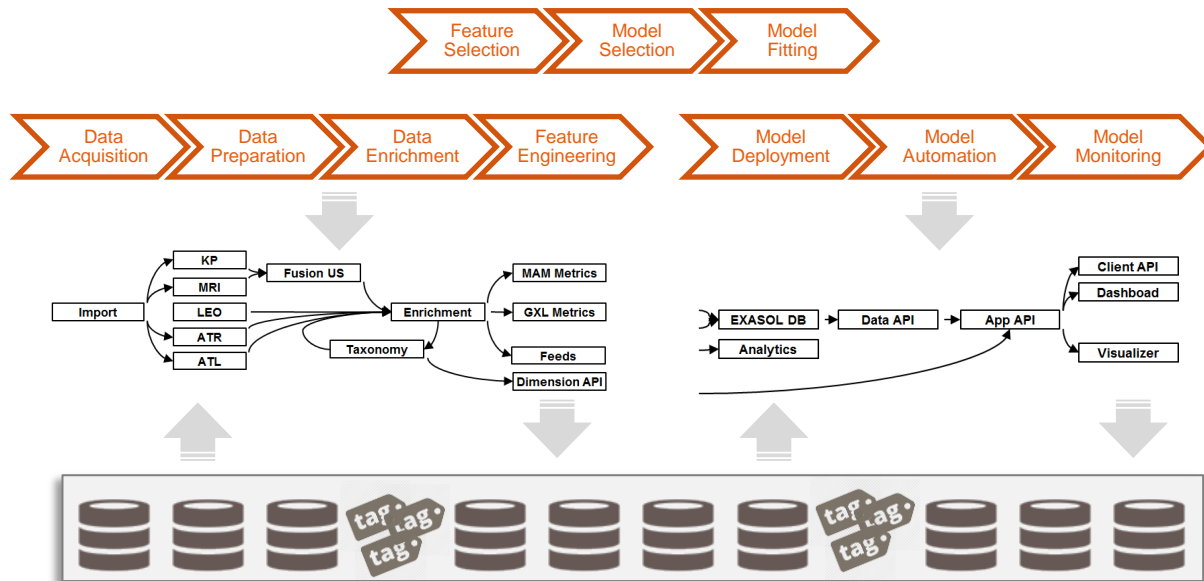
Quality

## Data Enrichment

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



Taxonomy



**SUPERCRUNCH is an agile marketing analytics provider focusing on superior marketing performance from data –**  
powered by GfK, one of the world's leading market research companies.



# Succeeding with the SUPERCRUNCH difference

Combining data, analytics tools and marketing consulting skills

