

The Weekly Advantage

Unmissable opportunities to boost your sales success 52 weeks of the year



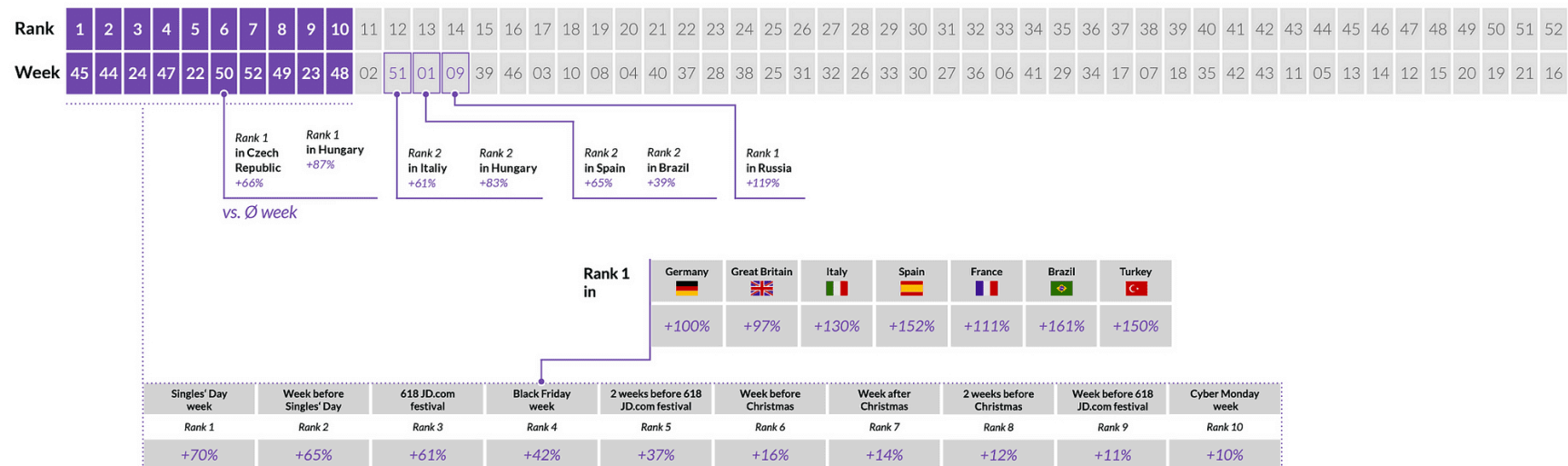
Power up your promotions with a panoramic view of your markets

Change and volatility are a given in today's dynamic and competitive landscape. Power up your sales success with weekly data. Armed with the latest insights, you can maximize the key 'moments of truth' in your products' lifecycles - from product launches to promotions and sales execution.

Perfecting promotions is key to sales success now and in the future. Improve your ROI on sales campaign spend using the latest information on your performance, your competitors' results, and the total market. Read on to see how weekly data can help you plan, optimize, compete and grow your business.

Maximize key weeks: which posted the most tech goods sales in 2022¹?

Comparison with sales during an average week



¹ Total market sales value including Germany, Great Britain, Italy, Spain, France, Poland, Russia, Brazil, China

1.

Introduction: Win in competitive markets with weekly sales intelligence

2.

Plan winning promotions

- Deliver campaign effectiveness
- Maximize your growth week by week

3.

Optimize promotions fast to deliver ROI

- Gain sales and recover losses
- Learn from Lenovo

4.

Compete better and outpace the competition

- Build more effective promotions
- The Haier experience

5.

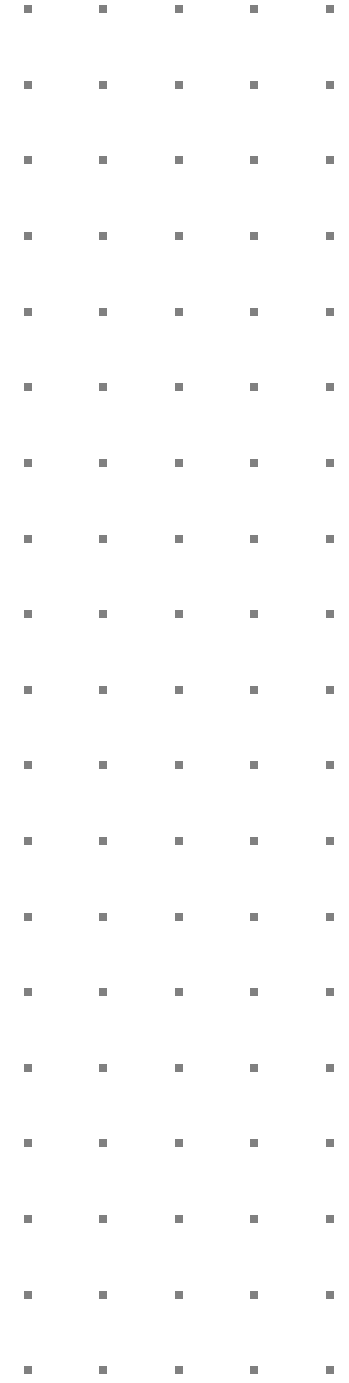
Grow sales by maximizing seasonal peaks

- Seize the moment
- Delivering a 30% uptick on Mother's Day

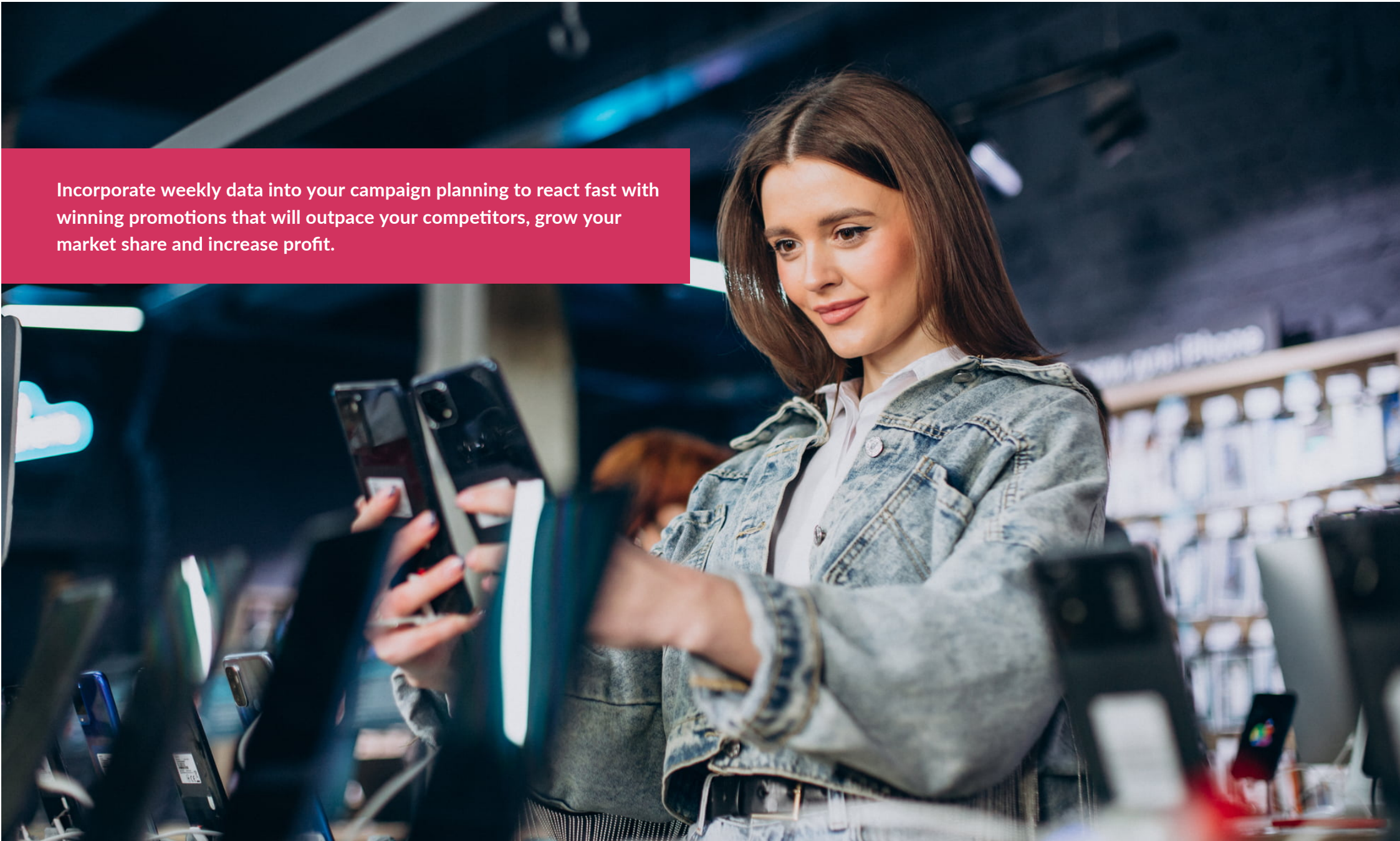
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Summary

Win in competitive markets with weekly sales intelligence



Incorporate weekly data into your campaign planning to react fast with winning promotions that will outpace your competitors, grow your market share and increase profit.



Win in competitive markets with weekly sales intelligence

Brands are under enormous pressure to constantly create and execute winning campaigns that outpace the competition. With weekly data, you can support the design of compelling and relevant sales promotions that optimize changing trends and patterns of consumer behavior. Using intelligence to evaluate your sales performance against your competitors' activities means you can respond fast to take advantage of opportunities as they emerge.

In 2023, rising inflation, the cost of living crisis and low consumer sentiment hit shoppers hard making discounting even more relevant. GfK's March 2023 data shows just how important it is in 2023 to get price promotions right. During Mother's Day month, sales volumes for items discounted 15% or more were up 2% versus March 2022, and 15% higher than March 2019.

From planning to optimizing, tackling the competition to maximizing peak weeks, we'll show how weekly data will arm you with the intelligence you need to improve the effectiveness of promotional campaigns.



4 steps to optimize campaign performance and effectiveness with weekly data



1. Promotion Planning

Using historic weekly data from the previous year's week enables:

- Fact-based discussions on weekly promotion targets and financial support
- The ability to be on the same weekly planning cycle as retailers



2. Execution

After execution, weekly sell-out data is available three to five days after the end of the week



3. Impact of you promotion

- Is promotional sales uplift outweighing investment?
- Did I attract sales from competitors as planned without cannibalizing my brand portfolio?
- Is there a positive impact on overall brand share?



4. Competitive promotions

- Assess the impact on own portfolio
- Understand competitor promo strategies
- Develop defense strategies



“

Promotional seasons are more important than ever before. In 2021 in Germany, November first displaced December as the best-selling sales month due to increased promotional activities by retail and industry, with +18% sales compared to December. In 2023, the persistently difficult socio-economic climate is likely to drive more promotional activity throughout the year but November will remain the most important month.”

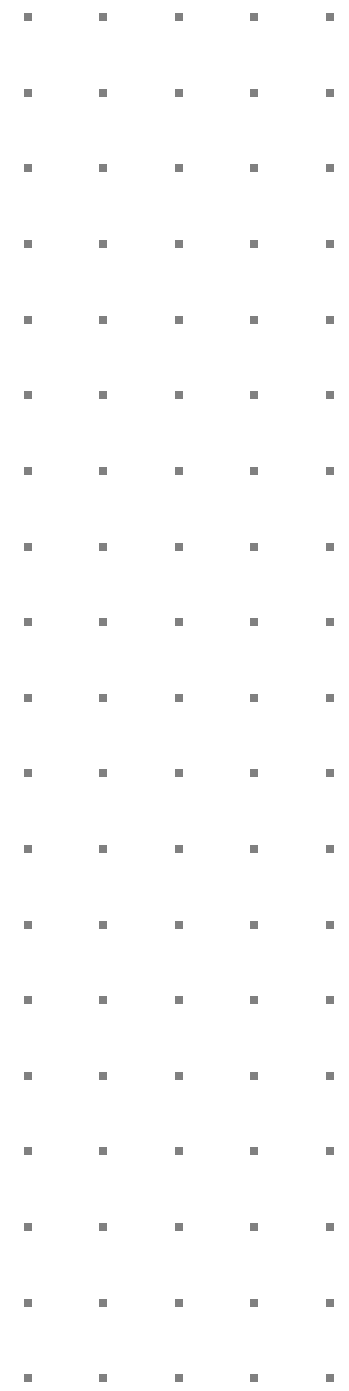
Alexander Dehmel, Market Intelligence Lead Germany and Austria, GfK

Plan winning promotions



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Optimize promotions fast to deliver ROI



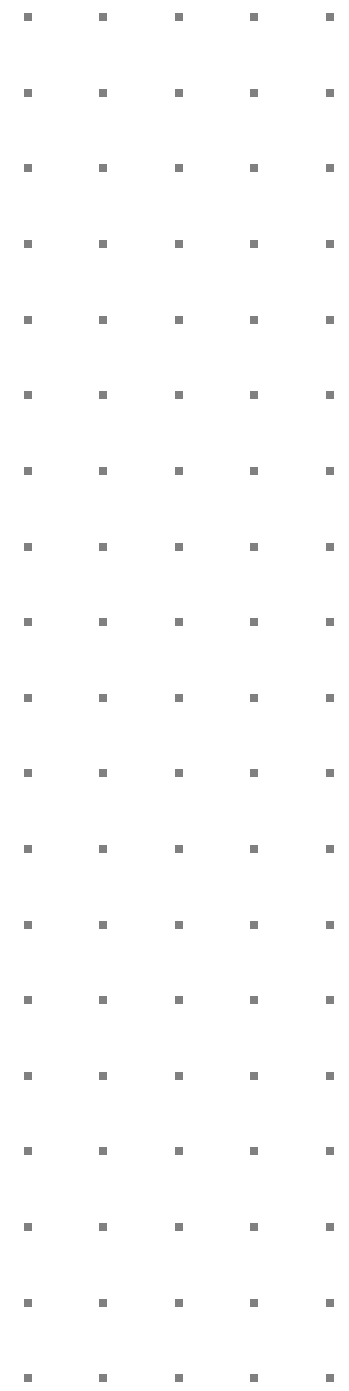
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Compete better and outpace the competition



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Grow sales by maximizing seasonal peaks



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The Weekly Advantage: Make every week count



The Weekly Advantage: Make every week count

Weekly sales reporting is essential to plan and optimize your campaigns, to outperform the competition, and grow revenue all year round, especially during the all-important seasonal sales peaks.

At each stage of the promotional cycle, GfK's Sales Tracking data and retail insights provide a solid foundation from which to make tactical decisions to maximize your product's lifecycle. It is a perfect partner for monthly sales data. If you choose to rely only on monthly or less frequent sales intelligence, you will miss opportunities to maximize campaign effectiveness and drive revenue growth.



Optimize your business 52 weeks of the year with weekly sales intelligence from GfK.
Here's how to unlock the value of Weekly Sales Tracking data:



Market Intelligence: Weekly Sales Tracking Data is available online three to five days after the end of the week in ready-to-use formats including reports and data tables. Drill down from a top-level market view to granular insights into individual models.



gfknewron Predict helps you to mitigate risks and maximize future growth with tools for scenario planning and validating strategies. Plan your future with advanced machine learning based on the world's most comprehensive point of sales data.



gfknewron Market allows you to monitor your performance, act first on growth opportunities, and outperform the competition. Cut through the noise with always-on insights from the world's most comprehensive point of sales data.



GfK Performance Pulse is our weekly sales app. Easily access your weekly sell-out data on your mobile phone – anywhere, anytime.



gfkconsult gives you access to our expert team of industry consultants whose trusted research and analytical capabilities can help steer your business and brands to success.

And when you've perfected your promotions, incorporate weekly sales data into your product launches and sales execution.

Ready to enjoy the weekly data advantage? Make every week count. Learn more about [utilizing weekly intelligence here](#).

Thank you for reading

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