

GET A COMPLETE VIEW ON CONSUMERS SPENDING HABITS

Win wallet share, combat churn and maximize profitability with insights into how, where and when your customers are spending their money

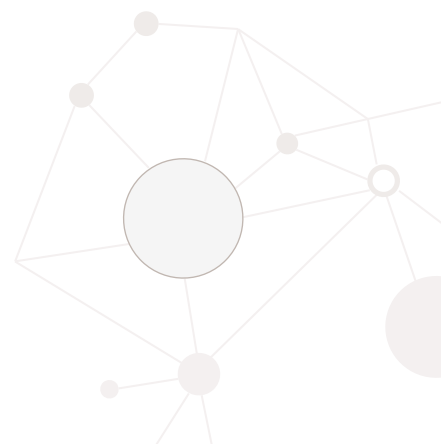
Imagine if you could see consumers' complete online transactions and credit card statements each month—how much money they spend and when, who they spend it with how much disposable income they have. GfK Consumer Wallet puts this data at your fingertips and makes it easy for you to mine it for business and consumer insights.

For the first time, you can enjoy full insights at a company, retail sector and cross-category level.

GfK Consumer Wallet aggregates daily transactional data from Money Dashboard consumers from across the UK and allows you to view market reports in the flexible and intuitive Tableau interface. You can easily view customer spending across a range of categories by demographics such as age, gender, income level and location.

That makes it easy to answer questions like:

- What is the value of the average basket size in our stores compared to our competitors? How customers make purchases in our stores? How does this vary by demographic?
- Who wins at seasonal events? Which retail sector dominated consumer spending in the previous season?
- With VOD on the rise, what impact is this having on other entertainment spend?
- What is the behavioural traits of our shoppers, and how does that compare to our competition?
- Where is there room for collaboration with brands in other Retail sectors defined by cross brand usage?
- What is the betting behaviour around big sporting events such as the Cheltenham Festival?



Consumer wallet data: “80% of Netflix subscribers remain after a year. McDonald’s play a big part in Netflix consumers lives – 82.5% ate there over the last 12 months.”

How your business can benefit from using GfK Consumer Wallet

- **Industry benchmarking:** You can use the data from GfK Consumer Wallet to compare your sales levels and values to those of your major retail sector competitors.
- **Consumer insight:** Find out your customers demographics and compare these to those of your competitors.
- **Market watch:** Track which competitors and retail sectors are growing or shrinking so that you can defend and grow your market position.
- **Retail sector comparison:** See which other retail sectors your customers spend money on to uncover new business opportunities or to identify new business partners.
- **Make sound decisions about marketing and promotions:** Evaluate the impact of national marketing campaigns and Point of Sale (POS) promotions in a retail sector and competitive context.
- **Stay ahead of market trends:** Get insight into how economic conditions and seasonality are affecting consumer purchasing behaviour.
- **Churn and loyalty:** Measure customer acquisition and retention levels, and see which competitors you are trading customers with.
- **Get a 360-degree view of business performance:** Follow your key performance indicators and find out where you can make meaningful improvements to your business.

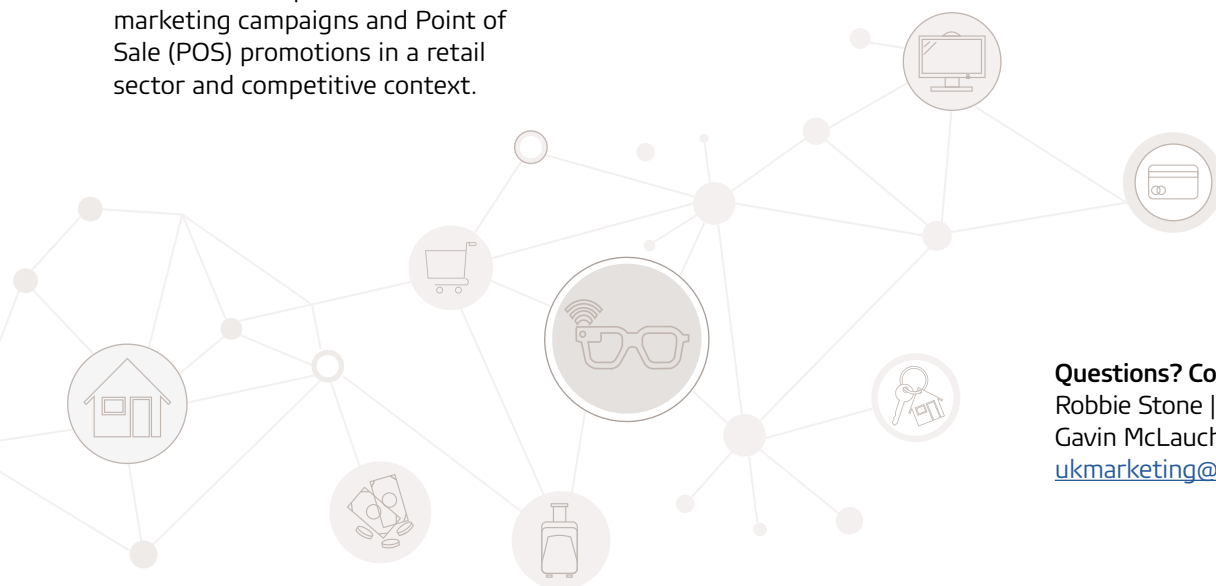
For an even more complete view of the market, we are able to combine owned and 3rd party data with GfK consumer wallet.

GfK Consumer Wallet covers 30-plus retail sectors — for many of which such detailed information on consumer spending was not available in the past. These include:

- Utilities
- Digital & entertainment
- Lifestyle
- Out of home entertainment
- Grocery
- Banking / Credit cards
- Mortgage / rent
- Home

Key performance indicators you can track:

- Total sales
- Number of consumers
- Average purchase
- Average frequency



Questions? Contact us!

Robbie Stone | T +44 7768 301751
Gavin McLauchlan | T +44 20 7890 9096
ukmarketing@gfk.com

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.