



DOMOPALOOZA



POWER OF THE PLATFORM



GfK CONSUMER INSIGHTS: DIGITAL TRANSFORMATION IN REAL LIFE

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We were behind the
curve in the insight
delivery paradigm



Leading us to
fail with our core
value proposition





New Data
Sources

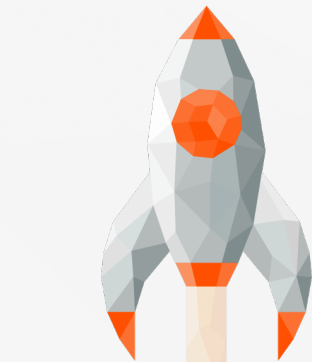


Automation



Digital
Platform

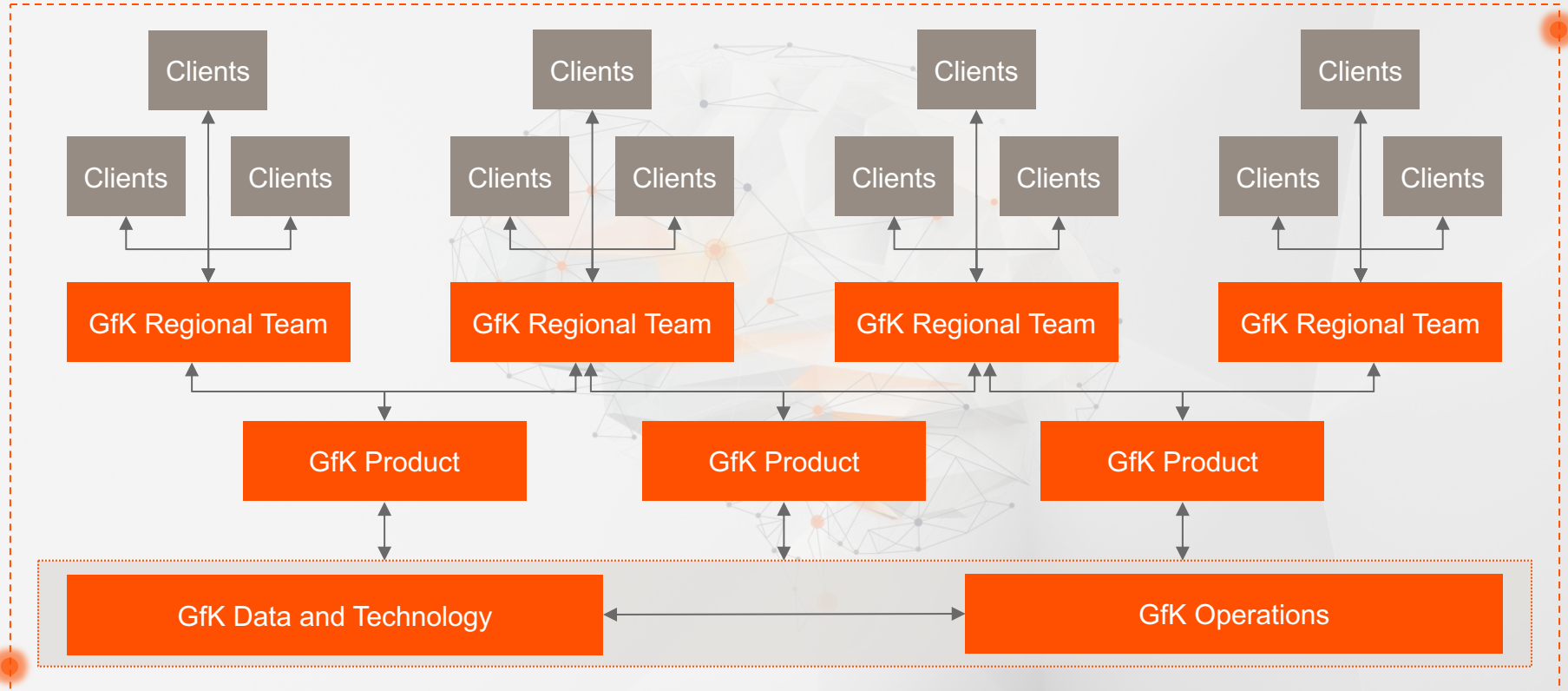
We needed a
different strategy
to drive our future



GfK presented a unique and complex model to DOMO



GfK-Domo Universe



The challenge was building an efficient distribution model to deliver Domo at scale



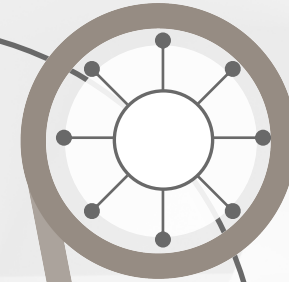


In August 2018
we delivered the
**Consumer
Insights Engine**
to market

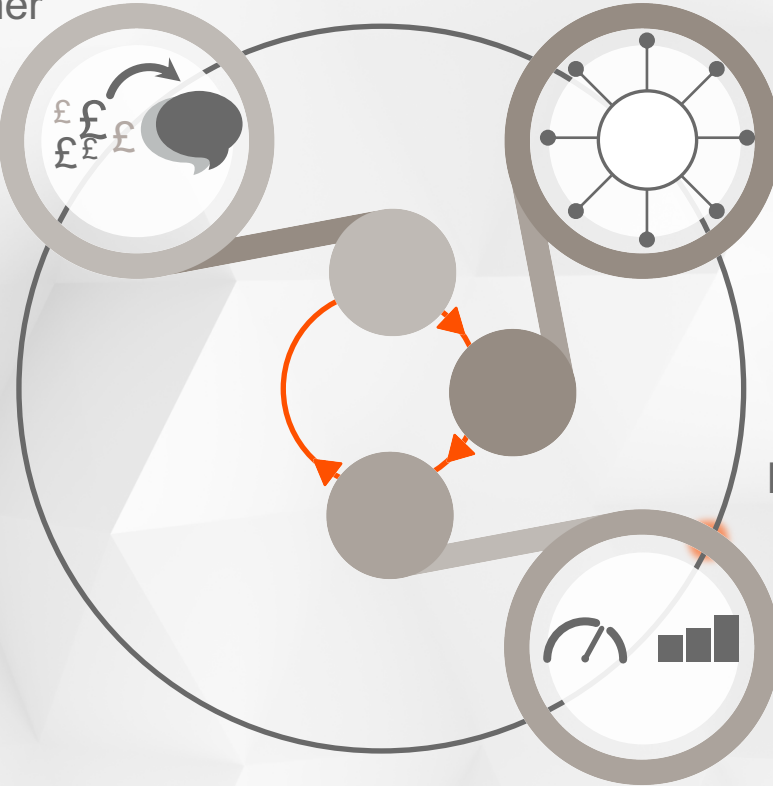
PoS linked
to Consumer
Insights



Fully
integrated
solution



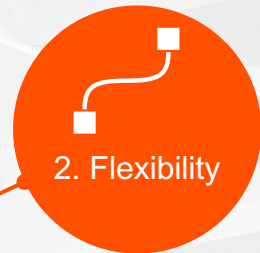
Delivered via
the Domo
platform





Now we plan
to expand to new
categories and
markets





We follow three
key working
principles

Our partnership with Domo will continue to support GfK's digital transformation



Feature
Development



Process
Development



Client
Development



Any questions?

