

Client facing roadmap

Updated template, guidance
and examples to use

Product Team
October 2024



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01

**What has been
released recently**

gfknewron fast followers – gfknewron Market



What's been released in the past month (view as of October 14th)

What	Where	Why
Price Filter (excluding Product leaderboard and Overview)	All pages excluding Product leaderboard and Overview page	You can now filter down to your relevant price range in order to deep-dive into specific price segments like the premium segment. To reflect the reality of what is really happening within a price range, the price filter is based on real prices. This means that the sales of a product are allocated to the respective price class based on the reported price in a single shop for a single period (i.e. the sales of one product may be reflected in different price classes).
Export on Overview	Overview page	You are now able to export the individual components of the Overview page to further improve collaboration and reporting.

gfknewron fast followers – gfknewron Predict



What's been released in the past month (view as of October 14th)

What	Where	Why
Forecasting Better decision making with our Total Market Forecasts	Forecasting page	<ul style="list-style-type: none">• Better decision making on your Strategy with Total Market Forecasts Plan your strategy by knowing the future Total Market demand. This enables you to base your decision<ul style="list-style-type: none">• not only on forecasted data for Panelmarket (the sum of channels tracked by GfK)• and all underlying reported distribution channels• but now also for the Total Market (100 % Market), including Panelmarket and additional channels, beyond what is tracked by GfK• Enhanced accuracy of Forecasts Released an improved model to superior Forecast precision of demand effects of Lunar New Year and Black Friday
Price and Promo	Promotion Monitor	
Revenue Premium Segmentation Update	All Revenue Premium pages	<ul style="list-style-type: none">• Ensure high insights quality and trust Updated the underlying segmentation to reflect the latest feature changes in the Market for several Product groups: Hot Beverage Makers, Solid State Drives (SSD), Hot Beverage Makers (HBM) - Pump

gfknewron fast followers – gfknewron Consumer



What's been released in the past month (view as of Oct. 14th)

What	Where	Why
New Data: Q2'24	All	Q2'24 data now available for all cells
Stories: Brand Switching	Stories	New Brand Switching Stories that provides instant answers on switching behavior of shoppers and which brands you're losing previous customers too
Feature update: New Overview page	Overview	Newly designed Overview page that will provide a clear, succinct overview of the insights and key business questions you can answer on gfknewron Consumer
New insight: Average age of previous product	Purchase Triggers	See the age of shoppers previous brand over time to gain insights on replacement cycles
New insight: Printer usage	Product purpose	Learn about how consumers primarily intend to use their new printing device

02

**What's coming next in the
upcoming 4-6 weeks**

gfknewron fast followers – gfknewron Market



What's coming up in the next 4-6 weeks (view as of October 14th)

What	Where	Why
Custom comparison periods	All pages	Provide you with the flexibility to choose your own custom comparison periods. This allows e.g. comparing sales of seasonal events with last year also in case that the event took place during another week/month in the previous year. For the Core Views pages and the Product Leaderboard this will also include to option to select custom periods across multiple comparison periods.
Collections for Overview page	Overview page	Expand the coverage of Collections to the different components on the Overview page to enable adding certain elements of the Overview page to your Collection, to make regular reporting and collaboration much easier.
Inclusion of insight titles on a Collection	Collections	To make working with a Collection easier and to provide more context on what you are reviewing, the insight title will be displayed above every insight of a Collection.
Lower frequency subscriptions	All pages	Further expand the coverage of markets you can access through the platform to one-time and half-yearly subscribed markets.
Analyze grouped brands on leaderboard	Brand leaderboard	Within the Brand leaderboard, you will be able to select also <u>grouped</u> brands for the Analyze functionality. This will help you to compare grouped (as well as single) brands in a Scorecard, Time Series or Segmentation view – e.g. to better compare the overall performance of a multi-brand company vs. other brands.
Analyze grouped products on leaderboard	Product leaderboard	Within the Product leaderboard, you will be able to select also <u>grouped</u> products for the Analyze functionality. This will help you to compare grouped (as well as single) products in a Scorecard, Time Series or Segmentation view – e.g. to better compare the overall performance of different series of products against each other.
Pre-defined 3 Price Tiers	Price Classes page	Enable the option to select between 3 pre-defined price tiers (4, 5 or 10 tiers, with each tier covering accordingly 25%, 20% or 10% of the market) to give you more choice in the split of the market based on your needs

Remove this line if not applicable for your client

gfknewron fast followers – gfknewron Predict



What's coming up in the next 4-6 weeks (view as of October 14th)

What	Where	Why
Price and Promo insights Improve profitability of pricing and promotion decisions	Competitor Analysis	<ul style="list-style-type: none"> • Ensure high insights quality and trust More precise reflection of competitive interactions: Rolling out feature segmentation to Freezers
	Promotion Monitor	<ul style="list-style-type: none"> • Deep dive into your desired price segment for better and faster decision making on Promotions Easily apply the Price Filter in the Filter Tray to cut the Market into your desired price segments • Quicker analysis of the data and better decision making by using other filters on promotion monitor page – addition of segment filters
Forecasting Simplifying the usage of forecasting	Forecasting page	<ul style="list-style-type: none"> • Enhanced Export function: ppt download for charts • Weekly and Monthly Scaling Enable new cells on platform. Weekly: SSD in France, Monthly: True Wireless Headphones / Console Headsets, PC Office Headsets in Germany, Mobile Headsets in Poland, Hot Beverage Makers in Morocco
Revenue Premium Update	All Revenue Premium Pages	<ul style="list-style-type: none"> • Ensure high insights quality and trust - Maintain the underlying segmentation up to date and reflect the latest features: Deep Fryers and Food Preparation

gfknewron fast followers – gfknewron Consumer

What's coming up in the next 4-6 weeks (view as of Oct. 14th)

All countries and product groups



What	Where	Why
New insight: NPS for Mobile Computing processor brand	Brand recommendations	Identify NPS scores for different mobile computing processor brands
New insight: User types (Shavers and Dental Care)	Purchase Triggers	Analyze repeat buyers (those who used an electric product prior to this purchase) and reactivated buyers (those who used manual product prior to this purchase)
New insight: Switching behaviour between product sub-groups (Hot Beverage Makers)	Brand Migration	Identify how consumer switch between different product types within Hot Beverage Maker product group

03

Release roadmap for the current quarter

What's coming next in **gfknewron** Market

gfknewron roadmap for the current quarter (view as of October 14th)



Now (October – December 2024) *High confidence*

See the full picture with new insights and benchmarks

Never miss an opportunity

Work smarter and faster with collaboration and analysis enhancements

Stay on the pulse of change

Maximize your decisions to outpace your competition

Act with confidence

- **One-time & half-yearly subscriptions:** Further expand the coverage of data you can access through the platform to include one-time and half-yearly subscribed markets and categories.
- **Collections - Overview Page:** Expand the coverage of Collections to the different components on the Overview page to enable adding certain elements of the Overview page to your Collection, to make regular reporting and collaboration much easier.
- **Custom price classes:** Enable custom price classes to allow more specific pricing signals to analyze the market your way.
- **Price Filter extension:** Enable Price filter on product leaderboard and overview page

What's coming next in **gfknewron Predict**

gfknewron roadmap for the current quarter (view as of October 14th)



Now (October – December 2024) *High confidence*

Price and Promo insights

Improve profitability of pricing and promotion decisions

- Usability improvements to **Promotion Monitor** by enabling Filters (first activity and segmentation)
- **Price Monitor enhancements:** additional metrics, downloads

Forecasting

Work faster and smarter

- **More Markets with 18-months' forecasting**
- **Enablement of collections and ppt Downloads:** Create, share and export elements of the Forecast page onto your own reports with all the insights that matter to you most to make regular reporting and collaboration much easier

Revenue Premium

- **Improved revenue premium segmentation** for certain product groups (e.g. Hairstylers)

Market 2.0 functionality also available

to **gfknewron Predict**

Build a data-driven culture

What's coming next in **gfknewron Consumer**

gfknewron roadmap for the current quarter (view as of October 10th)



Now (October – December 2024) *High confidence*

Make data-driven decisions

Use new insights and analysis enhancements

- **Optimize channel performance:** Analyze consumer purchase behavior by key sales tracking reporting channels, plus enhanced calibration to GfK's sales tracking data (iterative release)

Spot signal from noise

Work faster and smarter

- **Instant answers to key business questions- Brand Switching:** Prebuilt Stories for answering specific key business questions on brand switching for manufacturers (**NOW LIVE**)
- **Get an overview of what can be achieved on gfknewron Consumer:** Newly designed Overview page outlining the key business questions you can answer (**NOW LIVE**)

04

Longer term roadmap view

What's coming next in **gfknewron** Market

gfknewron roadmap 2024 and beyond



	Now (October-December 2024) In progress	Next (January-March 2025) Current next planned work	Later (6-12 months' timeframe) Exploration concepts – want to see these ideas developed and shape these?
<p>See the full picture with new insights and benchmarks Never miss an opportunity</p>	<ul style="list-style-type: none"> ▪ One-time & half-yearly subscriptions: Further expand the coverage of data you can access through the platform to include one-time and half-yearly subscribed markets and categories. 	<ul style="list-style-type: none"> • More granular channel splits: Integrate more granular splits to support channel analysis and segmentation to match the market structure often in emerging countries (as available) 	<ul style="list-style-type: none"> ▪ Enhanced online analysis: Integrate deeper online sub-channel split as available, to support in monitoring and driving your e-com business ▪ Multi /single brand outlets analysis: Integrate a deeper channel split between multi vs single brand outlets for more actionable channel insights (as available) • Integration of Pieces / Liters / Kilos based markets: Expand the coverage of markets you can access through the platform to Pieces / Liters / Kilos based markets • Additional KPIs: Add further reporting facts including Number of Different Selling Items, Items Selling per Shop and Weighted Offer Share to enhance your portfolio and sales management • Reduced content: Expand our coverage to meet the client specific subscription scope and focus
<p>Work smarter and faster with collaboration and analysis enhancements Stay on the pulse of change</p>	<ul style="list-style-type: none"> ▪ Collections - Overview Page: Expand the coverage of Collections to the different components on the Overview page to enable adding certain elements of the Overview page to your Collection, to make regular reporting and collaboration much easier. 	<ul style="list-style-type: none"> • Feature value grouping: Provide the ability to group feature values (including to create custom ranges for numerical features) within the same feature to allow analysis based on your view of the world 	<ul style="list-style-type: none"> ▪ Brand Grouping: Enable grouping of brands to provide more insights on the performance of e.g. multi-brand companies ▪ Collections - Editing: Enhance the speed and usability of collections by enabling quick and easy editing
<p>Maximize your decisions to outpace your competition Act with confidence</p>	<ul style="list-style-type: none"> ▪ Custom price classes: Enable custom price classes to allow more specific pricing signals to analyze the market your way. ▪ Price Filter extension: Enable Price filter on product leaderboard and overview page 	<ul style="list-style-type: none"> ▪ Local regions: Enable more granular insights to provide regional analysis within countries to support your local sales management 	

What's coming next in **gfknewron Predict**

gfknewron roadmap 2024 and beyond



	Now (October-December 2024) In progress	Next (January-March 2025) Current next planned work	Later (6-12 months' timeframe) Exploration concepts – want to see these ideas developed and shape these?
Price and Promo insights Improve profitability of pricing and promotion decisions	<ul style="list-style-type: none"> Usability improvements to Promotion Monitor by enabling Filters (first activity and segmentation) Price Monitor enhancements: additional metrics, downloads 	<ul style="list-style-type: none"> Price Monitor enhancements: onward journeys to products 	<ul style="list-style-type: none"> TPR (Temporary Price Reduction) by different discount level: understand which discount level works best Enhanced promotion planning user journeys: get faster insights with a superior user flow Promotion monitor enhancements: onward journeys to products so that you can identify effects of past promotions on product level and better plan actions Price monitor: apply filters to slice the Market into your desired price and / or feature segment
Forecasting Work faster and smarter	<ul style="list-style-type: none"> More cells with 18-months' forecasting PPT download and enablement of collections: Create, share and export elements of the Forecast page onto your own reports with all the insights that matter to you most to make regular reporting and collaboration much easier 	<ul style="list-style-type: none"> Export enhancements 	<ul style="list-style-type: none"> Enhanced Visualization Further improvements on forecasts: better decision making and actions Multicell forecasting: Understand future demand of several different markets at one glance
Revenue Premium	<ul style="list-style-type: none"> Improved revenue premium segmentation: for certain product groups (e.g. Deep Fryers, Food Preparation) 	<ul style="list-style-type: none"> Improved revenue premium segmentation for certain product groups (e.g. Hair stylers Air Treatment,) 	<ul style="list-style-type: none"> Further scaling to other Markets
Market 2.0 functionality also available to gfknewron Predict Build a data-driven culture			<ul style="list-style-type: none"> Access answers in seconds: predict specific overview serving up key predict insights in a management overview board Multicell forecasting: Understand future demand of several different markets at one glance

What's coming next in **gfknewron** Consumer

gfknewron roadmap 2024 and beyond



	Now (October–December 2024) In progress	Next (January–March 2025) Current next planned work	Later (6-12 months' timeframe) Exploration concepts – want to see these ideas developed and shape these?
<p>Make data-driven decisions Use new insights and analysis enhancements</p>	<ul style="list-style-type: none"> ▪ Optimize channel performance: Analyze consumer purchase behavior by key sales tracking reporting channels, plus enhanced calibration to GfK's sales tracking data (iterative release) 	<ul style="list-style-type: none"> ▪ Collections editing: Edit the insights in your own data reports in Collections ▪ Enhanced analysis: More easily spot insight trends with improved visualizations and analysis capabilities 	<ul style="list-style-type: none"> ▪ Insight discovery: Find the insights you need more quickly and easily ▪ Shopper value: Instantly quantify the value of different shopper audiences ▪ Identify opportunities in the refurbished market: Understand consumer purchase journeys when buying refurbished products (mobile phones)
<p>Benchmark performance globally Analyze across countries and product groups</p>		<ul style="list-style-type: none"> ▪ Continued coverage expansion (details to be confirmed) 	<ul style="list-style-type: none"> ▪ Continued coverage expansion (details to be confirmed)
<p>Spot signal from noise Work faster and smarter</p>	<ul style="list-style-type: none"> ▪ Instant answers to key business questions- Brand Switching: Prebuilt Stories for answering specific key business questions on brand switching for manufacturers (NOW LIVE) ▪ Get an overview of what can be achieved on gfknewron Consumer: Newly designed Overview page outlining the key business questions you can answer (NOW LIVE) 	<ul style="list-style-type: none"> ▪ Know your shoppers' voice: Gain deep insights into what shoppers think about your brand and how you can improve 	

05

New feature explainers

Get an overview of all the KBQs you can answer with **gfknewron Consumer**

Enhanced Overview Page



- A highly valuable overview to help introduce new colleagues to the value of **gfknewron Consumer** at speed.
- Discover the broad range of KBQs that can be answered with the world's largest compilation of recent buyer interviews.
- More easily & efficiently navigate to the insights you need across Shoppers, Brands, Retailers and Audience Profiler.

Overview Stories Shoppers Brands Retailers Audience Profiler

Base: Time frame Last four quarters (Jan 23 - Dec 23) Product Group PTV Country Germany 3 Filters Clear Save

7,751 interviews and 4,914,763 estimated units - Data source: gfknewron Consumer Survey

gfknewron Consumer Overview

What shoppers are saying (not dependant on filters applied)

"It is beautiful, practical, efficient, and hopefully durable."
Cooling / Freezers by LG

Stories

Get instant answers to your key needs with pre-built Stories. Using insights from across gfknewron Consumer, Stories makes it easier to get the answers you need to questions that matter most to you.

Brand lost shoppers
Retailer lost shoppers
Brand switchers

Shoppers

76% of all shoppers focus most on price when making a purchase
See more of this insight

Get more insights about Shoppers

Who is buying?
What are key shopper motivations?
Which touchpoints are important?
How much are shoppers spending?

Brands

41% conversion score achieved by Samsung, the top selling brand in this market
See more of this insight

Get more insights about Brands

How are brands performing?
How many shoppers switch brand?
How do shoppers perceive brands?
How likely are shoppers to recommend brands?

Retailers

52% of shoppers would recommend the retailer they bought from
See more of this insight

Get more insights about Retailers

How are retailers performing?
Why do shoppers buy from retailers?
How likely are shoppers to recommend retailers?

Audience Profiler

18% Brand Agnostic Digital are the most dominant shopper audience
See more of this insight

Get more insights about Audience Profiler

Who are GfK shopper audiences?

Price Filter is now available in **gfknewron** Market



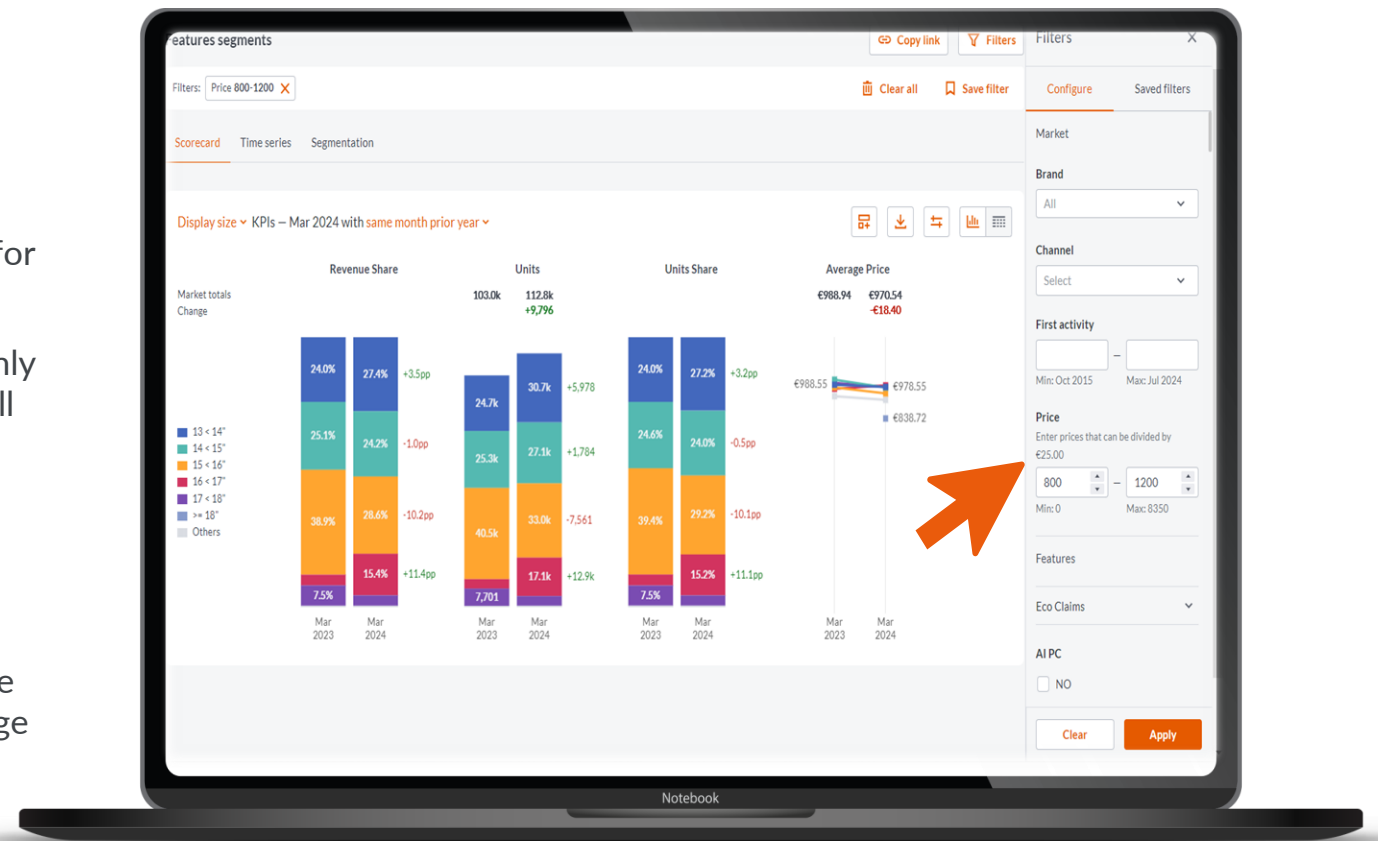
Available in all pages except Overview and Product Leaderboard

Price filter based on real prices to allow deep-diving into price ranges:

- In **gfknewron** Market NEW, the price filter – just as any other price class insight – is based on prices per shop* to really reflect the reality of what’s happening on the ground within a price range.
- This means the sales of a product may be reflected in different price classes, as they are allocated to the respective price class based on the transactional price per shop.

How does the price filter work?

- It’s accessible via the filter tray on the right for all pages except for Overview and Product Leaderboard.
- When entering the lower and upper limit for your price range, only rounded values are allowed – a message in the price filter will tell you to which values you need to round to (depending on the market you selected). Example (s. screenshot on the right): “Enter prices that can be divided by €25.00” means that both for lower and upper limit you can only enter e.g. 25, 50, 75 etc. – other values, e.g. 30, 40 are not allowed.
- Please note that after hitting the “Apply” button, data may not be able to show for certain markets / channels / slices and a message will ask you to change your filters instead.



*Price classes/filter based on real prices apply to all cells except for NSP (non-subsidized price) based markets.

Better decision making on your strategy with total market forecast

gfknewron Predict Strategic Forecasting: Total Market (100 % Market) added



- Plan your strategy by knowing the future Total Market demand. This enables you to base your decision on **long term forecasted data**.
 - Not only for the Panelmarket, the sum of channels tracked by GfK, and all underlying reported distribution channels.
 - But now also the Total Market (100 % Market) including panelmarket and additional channels, beyond what is tracked by GfK.
 - You will be informed in the platform with an interactive dialogue.

