



# STARTRACK – ALWAYS IN TOUCH WITH YOUR GLOBAL MARKETS

## BUILD YOUR SUCCESS ON RELIABLE AND GLOBALLY CONSOLIDATED DATA

*“There is nothing permanent except change.”*

**What the Greek philosopher Heraclitus realized 2,500 years ago is still true.**

**Particularly so when it comes to the markets in which we operate. In our highly globalized world, success is for those who adapt best to a constantly changing environment. Thus: if you can't fight it embrace it!**

### **The perfect ally**

What do you need to successfully read the signs of time? You need reliable, consolidated and meaningful information. This is where we come in: GfK Retail and Technology is the leading provider of market research knowledge for durable consumer goods.

Your operations are global? We collect retail data in more than 80 countries. You want a versatile tool to assess your business? StarTrack – short for System to Analyze and

Report on Tracking Data – has been developed with one goal in mind: to provide you with the possibility to study your markets in depth.

Learn with StarTrack all about your sales channels, and your distribution gains and losses. Compare worldwide bestsellers' features or brand positions, and put yourself on the leading edge of the latest trends. Understand price positioning and segmentation in your target markets and discover areas that may pose a future risk – all with a few mouse clicks!

### **Delightfully simple**

Just log on to the GfK StarTrack Portal and access all data relevant to your business online. An easy-to-use web interface enables you to feed coherent information to all your business units in whatever level of detail and for whatever purpose you have in mind.

GAIN DIRECT ACCESS TO  
DECISION-RELEVANT INFORMATION –  
ANYTIME, ANYWHERE.



## IT'S YOUR CHOICE

StarTrack is a powerful and effective way to provide your company with market intelligence making it readily available on the StarTrack Portal (STP). Besides a large array of complementary information services, the STP offers you access to a unique reporting platform: the GfK StarTrack Explorer (GSE).

Depending on your individual needs and those of your internal customers, you can choose between two sets of functionalities:

- » the Standard Edition (GSE SE)
- » the Professional Edition (GSE PE)

### Straight to the core

The GSE SE is designed for global and interactive report browsing. It is most convenient for users who regularly need well-founded retail data for the product group and geographical markets of which they are in charge.

With pre-defined reports and charts, tailor-made by GfK experts, GSE SE offers excellent possibilities for target-oriented model and segmentation analysis on a single platform. The comfortable, intuitive navigation allows you to easily drill down to the level of detail you require for informed decision-making.

### Maximum flexibility

For power users who furnish in-house departments with specialized ad hoc analysis, GfK offers a highly versatile option for active reporting: with the GSE PE you can generate your own reports and charts, making both available internally on GSE SE.

GSE PE allows a level of unlimited individualization and complexity: You can freely define feature combinations for all product segmentations you require; you determine your own country groupings and fusions or tailor-make price classes, period headings and hit lists.

### GfK StarTrack report example

Product group		Region Brand Shares by Countries						Period Sales Units %		
Region		Country1		Country2		Country3				
Period1	Period2	Period1	Period2	Period1	Period2	Period1	Period2			
16,3	12,6	17,9	13,7	16,9	13,3	21,5	13,9			
20,1	20,3	23,8	24,4	20,7	23,3		34,9			
13,8	18,6	16,1	21,1	14,4	18,3	35,9				
10,7	10,6	12,7	13,2	12,2	11,8	13,6	20,4			
5,4	4,3	3,2		10,4	8,0	5,4	5,8			
33,7	33,6	26,3	27,6	25,4	25,3	23,6	25,0			
944	985	Sales Ths. Units	429	427	166	168	47	56		
100	100	Sales Units %	45	43	18	17	5	6		
-4	2	Sales Units +/-		9	-1	3	-15	-1		

# MAKE THE MOST OF IT

**Staying ahead of the game requires the best market data available. But this is only one side: StarTrack also helps you to convert this information into knowledge.**

## **Truly global monitoring**

StarTrack is universal: not only does it inform you about all markets – world, regional, country or local – the data you get is global. Uniform methodology, worldwide code plans and model definitions are the base for unified reporting. On top, StarTrack allows you to analyze your market as a whole: explore it by volume, turnover, channel and segment – be it at brand or model level. A click gets you to a list of best selling articles standardized for all countries.

## **Everywhere, anytime**

You know best when and where you need information. Via the GfK StarTrack Portal you access a wealth of market research knowledge and all your reporting conveniently on the Internet: 24/7, wherever you are.

## **Faster than ever**

Directly linked to StarTrack's central database you get globally consolidated data just after it is released. No extra file production, no switching between platforms – just immediate access to all your reports and charts. And: if you want, all your corporate users get the information at the same time.



*Take the fast-track to the latest reporting services for your business.*

## **Flexibility is key**

You decide what you want to get out of StarTrack. You regularly need reliable market data for your business decisions? Navigate conveniently through reports pre-defined by our GfK experts! Your core task is to provide ad hoc analysis for other departments? Then you will be excited by the vast possibilities StarTrack offers for report creation!

## QUESTIONS?

Don't hesitate to contact us at  
Tel. +49 911 395 3000 | [startrack@gfk.com](mailto:startrack@gfk.com)  
or visit [www.gfk.com](http://www.gfk.com).

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