

Understanding, predicting and maximizing changing consumer behavior with gfknewron Predict



How access to near real-time data and AI-based recommendations transformed Indurama's sales and marketing strategy

Finding a solid foundation for decision-making in a challenging time

Headquartered in Ecuador, Indurama is a manufacturer of premium kitchen and refrigeration systems with a 40-year heritage. Supplying almost one million units per annum, the design-led brand has set its sights on expanding across Latin America by consolidating its products and increasing supply.

Like many companies, when the pandemic hit in 2020, it was hard to know what to expect and what actions to take. For Indurama's team in Peru, the decision-making process was under intense pressure as it was very close to Mother's Day, a key point in their retail calendar. The team was unsure what consumers were thinking, and whether they would change their behavior in the uncertainty of the pandemic. That is when they turned to **gfknewron**.

“ We started using **gfknewron** at the start of the pandemic in 2020, a critical time for us as Mother's Day was fast approaching and it is one of our most important retail events. By using the platform, we were able to make commercial decisions three-to-four days before the event, allowing us to not only recover – but to increase our share – turning that weekend into one of our best that year. We've found the main strengths of the platform are that it gives us a view of what is happening in the market and of changing consumer preferences. It shows us how other brands are acting which helps us to remain competitive. The two features of promotions and forecasting are tools that I haven't seen in other solutions, and they make the GfK platform an extremely useful and powerful tool for Indurama. ”

Javier Ugarte, General Manager
Indurama



Facts & Figures

Categories	Manufacturer of Small Domestic Appliances and Major Domestic Appliances
Established	1972
HQ	Ecuador, where it's the number one home appliance brand
Operations	Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Nicaragua, Peru. Also covers the Caribbean
Employees	5,000
Website	www.indurama.com



A game-changer that delivered a year-on-year sales uplift of 30% in 2020

The sales and marketing leaders at Indurama maximized the knowledge in **gfknewron** to help them react fast during an unprecedented moment. The platform offered four key elements that became the basis for their business decisions during the pandemic: knowing their market, understanding where and how consumers were buying, predicting future opportunities, and simulating the impact of their decisions.

Indurama launched their Mother's Day promotion having first trialed it on **gfknewron**'s campaign simulator. The client team adjusted their plans and activities on the strength of the results, turning what would have been a decline in a peak week into a sales increase of 30% versus 2019. This positive performance was very similar to the simulated figures, reinforcing their confidence in the platform.

“ Using the up-to-date intelligence and AI-based recommendations in **gfknewron**, we were able to make a decision in advance of Mother's Day and during that weekend. This was very important as we were able to not only recover, but to improve our performance. Ultimately it was one of our best weeks of 2020. GfK has provided us with a fast and agile solution where we can see numerous market results that allow us to be more efficient and generate added value for our customers. I would recommend **gfknewron** to all brands and retailers as I think this is a big part of what we need to be successful. ”

Rocio Morales, Commercial Manager
Indurama

Working together to build a stronger future

gfknewron helped Indurama's sales and marketing team react fast and adapt their business plans and actions in a challenging environment. Despite the many uncertainties of the pandemic, the team was able to forecast the future and pivot their business in line with that outlook. Ultimately, Indurama was able to use the intelligence and predictions in the platform to take control and emerge stronger from the crisis.

Take your strategy to the next level

Like what you read about how Indurama is using **gfknewron Predict**?

Find out how GfK's unique combination of products can elevate your tactical business decision making.



[Find out more today.](#)