

SUCCESS STORY

RETAIL

gfknewron Consumer and Predict

Nital



An NIQ Company



Anticipating and reacting to market and business trends with **gfknewron Consumer and Predict**

How access to near real-time insight and AI-based predictions reinvigorated Nital's data-driven approach to planning

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

Italian retailer Nital is the exclusive distributor of iRobot vacuum cleaners in Italy. Innovation is central to the company, and they have always embraced a data-driven approach in their planning and decision-making. However, the team had reached a hiatus where they felt they needed to delve deeper and go further to drive the business.

They trialed **gfknewron Predict** in January 2021. In just one month they were able to see the power of the tool and appreciate its ability to provide insight and answers – fast.

During the first month, the GfK team presented case studies and analyses from the platform including a promotional plan and a consumer funnel. Having extended the subscription period to four months, Nital was completely convinced of the value of **gfknewron Consumer and Predict** to its business, and is on a longer-term subscription to both solutions.

“Innovation has always been a key element of our company culture. It's been many years since we adopted a data-driven approach to planning and decision-making processes, but we realized our systems were no longer adequate to meet our needs. For instance, when it came to interpreting results, reacting quickly, and predicting market and business trends. With **gfknewron Predict and Consumer**, we finally have a platform that integrates several innovative tools, creates a shared and synergistic environment between marketing and sales and allows us to better identify priorities to make faster and more informed decisions.”

Gianluca Barresi

General Manager Sales & Marketing, Nital Italy

Nital

Facts & Figures

Established	1960s
HQ	Moncalieri, Turin, Italy Nital, the parent company, owns Fowa and Alpa
Categories	Imaging, Audio, SDA, Internet of Things
Brands	Breville, Crockpot, iRobot, Lexar, Nikon, Polaroid

Take your strategy to the next level

Like what you read about how Nital is using our **gfknewron** solutions?

Find out how GfK's unique combination of products can elevate your brand tracking strategy.



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