

Optimizing product content for eCommerce



VisionTek relies on GfK Etilize for accurate, detailed product information for its channel partners

Founded in 1988 in Chicago, VisionTek is one of the most recognized brands in the computing industry, manufacturing Docking Stations, Hubs, Cables, and Accessories. VisionTek is focused on enhancing the computing visual experience across all platforms, channels, and vertical markets. It is one of the few North American-based brands with a wide range of PC and Mobile components designed to connect, upgrade, and enhance technology.

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VisionTek was experiencing challenges with the eCommerce content it provided to its key partners. These issues were hurting sales and customer buying experiences, and the manufacturer was experiencing high levels of returns. VisionTek chose GfK Etilize to provide accurate, detailed, and consistent product information for all its channel partners: retailers, resellers, and distributors.

Providing clarity for customers

GfK worked closely with VisionTek's marketing team to quickly optimize its full catalog using its Etilize solution. The GfK team used its existing relationships to syndicate the enhanced content. This rapidly solved the distributor's eCommerce issues. They then identified which retailers were not using the Etilize solution and converted them to this best-in-class solution.

With a complete catalog available in Etilize, more of VisionTek's partners switched for the accurate, standardized content to provide the clarity customers need when making buying decisions. This includes resellers like CDW, Insight, and Dell, marketplaces such as NewEgg, Walmart, and Amazon, and additional distributors like TD Synnex and ASI.

Today, Etilize works closely with the VisionTek team to ensure new product launches are handled fast and that online messaging is on-brand and optimized.

"GfK Etilize enhanced our catalog with valuable content upgrades, enabling our eCommerce partners to effectively showcase our products. This led to immediate revenue growth and increased market share. The GfK team provided excellent support during the transition, ensuring our existing partners experienced no disruption. As a result, we've successfully onboarded more partners, with the seamless setup process being a standout feature of our collaboration."

Cory Vessells

Sr. Director of Sales, National Accounts and North American Distribution, VisionTek

Improving journeys, conversions and sales

The results were immediately positive for key distributors with improved eCommerce experiences, better customer journeys, conversions, and sales.

An effective collaboration

The two partners have maintained an effective relationship rooted in achieving VisionTek's eCommerce goals. GfK Etilize works with numerous teams, including Marketing, Product Development and Sales.

Key facts for VisionTek

Founded: 1988

Sector: Manufacturer of PC upgrade products

Offices: East Dundee and Schaumburg, IL, USA

Employees: 200

Revenue: \$27.8 Million

Website: <https://www.visiontek.com/>

"Since we started working together in 2017, we have deepened our partnership, the scope of our projects has expanded and we have helped each other to grow. With eCommerce so vital to our business success, this relationship truly influences our business success."

Jacob Brooks

Digital Content Strategist, VisionTek

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