

Disruptive new insights platform to provide marketplace knowledge for FMCG sector

Glow partners with Strikeforce to arm major FMCG brands with the data they need to beat the odds and succeed at shelf

MELBOURNE, VICTORIA, AUSTRALIA, August 22, 2018 /EINPresswire.com/ -- Online research and insights company [Glow](#) have agreed a partnership with [Strikeforce](#), one of Australia's largest sales and field marketing services provider, to deliver shopper insights solutions to the FMCG sector in Australia and New Zealand. This is Glow's second major alliance in recent weeks, with global barcode systems leader GS1 Australia (through its SmartMedia brand) also announcing a partnership to support members with relevant research content through the product lifecycle.

The Glow platform utilises proprietary cloud technologies to deliver efficient

end-to-end shopper research projects in a faster, cleaner and more accessible manner than has previously been possible. Manufacturers and their agency partners can use the platform on a self-service basis to support decision-making through the brand lifecycle, reducing the high risk

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Matt Lloyd, Strikeforce CEO

of failures that has become common in the sector. This partnership allows Strikeforce to capture and grow market share by taking the innovative Glow platform to the FMCG market, focusing on large FMCG and Retail partners. The partnership also allows Glow to continue to invest in the development of its self-service platform for whole-of-industry benefits.

Strikeforce are Australia's leading sales and field marketing services provider and is increasingly using actionable, insight led data to precisely direct its brand activators in stores to optimise the return on its clients' investment. Insight enables going to the right stores at the right time, with the right resource and the right tools and thus increasing the value of the in store interventions. It's partnership with Glow is part of a wider development of its insight platform to add value to clients.

Matt Lloyd, CEO, Strikeforce AMC: “This offering will provide our clients with superior marketplace knowledge to improve their sales and operational performance as well as increase



Glow is an automated online research & insights platform



Strikeforce is a leading field sales, marketing and analytics agency

their customer engagement. Our clients are keen to know what consumers and shoppers think in the most cost effective way, but also the insight gained will help us direct our teams for the optimal impact in store where it counts.”

Tim Clover, CEO, Glow: “Our technology was built with an ecosystem of partners in mind from the outset. The Glow platform allows our partners to place more emphasis on efficient data-driven insights, adding more value more quickly in client projects in a structured, repeatable way. Strikeforce are a significant partner in Australia’s FMCG sector and an excellent strategic fit for us in this regard.”



Glow's shopper activation report helps brand beat the clock with retailers

About Strikeforce

Strikeforce is a sales and merchandising solutions provider to retail in Australia. Both retailers and brand owners alike across many trading channels outsource their sales and retail marketing effort to Strikeforce to achieve maximum coverage and impact across the nation. Strikeforce has built on its heritage as providing the deepest and broadest coverage and experience in Australia to developing it's insight and shopper marketing solutions offer throughout the whole shopper and consumer path to purchase.

About Glow

Glow is an online research and insights platform that includes self-service tools for creating, managing and analysing survey-based research projects. It provides template solutions for a number of industries that include surveys, how-to guides and presentation tools which are designed to increase the efficiency of performing research and can be customised for agencies to use with their clients.

Anyone can use Glow to create research and develop insights that help navigate important decisions. The benefits for FMCG include reduced failure rates, increased ranging, consumer adoption and marketing efficiencies. For more information visit Glow's [FMCG Solutions page](#).

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