



GIGWALK AND IRI JOIN FORCES TO DELIVER NEW LEVEL OF RETAIL INTELLIGENCE FOR CPG BRANDS

Data alliance combines syndicated and crowdsourced data to give joint customers a comprehensive, real-time view into retail execution

CHICAGO and SAN FRANCISCO – September 1, 2015 – [Gigwalk](#), the leader in distributed workforce management, today announced a new alliance with [Information Resources, Inc.](#) (IRI™), the global leader in innovative solutions and services for consumer, retail, media and over-the-counter health care companies. The joint integration combines the power of the IRI Liquid Data™ technology platform with insights from Gigwalk’s Mobile Crowdsourcing solution to form rich data sets CPG brands can use to support their retail strategy and in-store execution efforts. Now, customers can get a real-time, comprehensive view into retail operations to ensure that initiatives at the store level are being executed correctly and delivering maximum ROI for the business.

“Our alliance with IRI is critical to the industry — our combined data capabilities give customers a more accurate, immediate and broader understanding of the impact their retail marketing spend is having on their overall business,” said David Hale, CEO of Gigwalk. “Consumer brands can now make educated business decisions based on what’s happening in the store in real-time, recouping potentially lost revenue.”

Gigwalk offers enterprise-level organizations two distinct offerings: [Mobile Crowdsourcing](#) – a network of 750,000+ mobile-enabled independent contractors (“Gigwalkers”) – and [Gigwalk Enterprise](#), a private distributed workforce management solution. The IRI Liquid Data platform is a sophisticated data management tool that offers real-time predictive analytics and insights on a mobile technology platform.

Through one or a combination of both of these offerings, companies can manage and deploy an on-demand workforce to collect data and intelligence, anytime, anywhere, and on any specific job or task. With this alliance, IRI is now Gigwalk’s preferred syndicated data analytics partner, and Gigwalk is IRI’s preferred partner for the collection of retail execution data, providing joint customers access to:

- **Enhanced Audit Services** –including the option to conduct flash audits that can be executed within 48 hours
- **Analytics Integration** – measuring and optimizing brand lift by feeding Gigwalk retail execution data into the IRI Advantage Platform
- **Consumer and Shopper Marketing Intelligence** – providing the ability to conduct custom surveys, such as new-trier Surveys, mobile panels, etc.

“Obtaining immediate and actionable data is the key to understanding how your brand is faring at the retail level,” said Andrew Appel, president and CEO of IRI. “Through our strategic alliance with Gigwalk, we’ll continue to provide the critical insight that leads to informed action and drives businesses forward. By joining forces, we will give our customers real-time visibility into their daily operations so they can derive maximum return from their retail marketing activities.”



About Gigwalk

Gigwalk is a mobile platform for managing large distributed workforces, connecting the right people with the right work, anytime, anywhere. Gigwalk maximizes business efficiency and gives workers greater control and flexibility to make work better. Based in San Francisco, California, Gigwalk is backed by August Capital, Harrison Metal, Nokia Growth Partners, Randstad Innovation Fund, SoftTech, and Greylock. For more information, visit www.gigwalk.com.

About the IRI Partner Ecosystem

IRI fundamentally believes that delivering differentiated growth for clients requires deep, highly integrated partnering with a variety of best-of-breed companies. As such, IRI works closely with a broad range of industry leaders to create innovative joint solutions, services and access to capabilities to help its clients more effectively compete in their various markets and exceed their growth objectives. IRI is committed to its partnership philosophy and continues to actively enhance its ecosystem of partners through alliances, joint ventures, acquisitions and affiliations. The IRI Partner Ecosystem includes such companies as **BlueKai** (an Oracle company), **The Boston Consulting Group**, **comScore**, **Datalogix** (an Oracle company), **Experian**, **GuestMetrics**, **GfK**, **Ipsos**, **Kantar**, **MaxPoint**, **Millward Brown Digital**, **Mu-Sigma**, **Oracle Social Cloud**, **Rentrak**, **SPINS**, **Univision**, **MasterCard Advisors** and others.

About IRI

IRI is a leader in delivering powerful market, consumer and media exposure information, predictive analytics and the foresight that leads to action. We go beyond the data to ignite extraordinary growth for our clients in the CPG, retail and over-the-counter health care industries by pinpointing what matters and illuminating how it can impact their businesses. Move your business forward at www.iriworldwide.com.