



# Press release

## Dixons Carphone and GfK agree information partnership

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**London, 20 September 2018 – Dixons Carphone and GfK have today announced the signing of a partnership to share physical and online sales information.**

Under the agreement, Dixons Carphone will become part of GfK's market-leading Point of Sale (POS) Tracking solutions for their sectors, which underpin GfK's prescriptive analytics around Market Insights, Consumer Insights, Marketing Effectiveness and Sales Effectiveness.

Anthony Morris, Analytics & Strategy Director at Dixons Carphone, comments, "We are pleased to be partnering with GfK. Data-based analytics are increasingly at the heart of how we help customers discover amazing technology."

Michael McLaughlin, Head of Retail for GfK, adds, "This partnership reinforces our position as the market leader for point of sales data in the technology sectors, and underpins our relentless focus on building and strengthening partnerships with retailers."

GfK's prescriptive analytics identifies the best course of action for clients by uniting POS data with unique insights gained from long term examination of consumer and market trends.

### About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".

For more information, please visit [www.gfk.com](http://www.gfk.com) or follow GfK on Twitter: <https://twitter.com/GfK>.

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