

Retail NXi
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RNI & IRI Announce Collaboration Bringing Unparalleled Data to Pet Brands

Database of +70,000 Pet Specialty and Service Locations!

ORLANDO, FL. (Feb. 27, 2020) – More than ever before in history today's world is driven by data and analytics. In this data driven world pet brands have a serious business need to better collect and harvest these valuable insights to grow distribution and market share. Retail NXi (<https://www.retailnxi.com/>) and IRI (<http://iriworldwide.com/>) are proud to announce a joint collaboration to help meet this need!

Retail NXi has a new tool to accelerate pet brand growth, the PetStoreAccelerator™. PetStoreAccelerator™ brings together RNI's expansive data from +70,000 pet specialty retailers and IRI's comprehensive consumer analytics. This new collaboration will help brands better activate sales and distribution while more efficiently planning resources and identifying opportunities for growth.

This new tool will join Retail NXi's diverse toolbox that also features their Sales Accelerator Platform™, PerfectPrice™ Predictive Modeling Tool, DistributionDriver™ and CRM Route Intelligence. These tools all help manage sales trends, distributor data and help brands create sustainable growth strategies through the power of data.

Retail NXi & IRI are currently at the [Global Pet Expo](#) through February 28 (Booth 6173) to share how this data pipeline comes to life.

About Retail NXi:

RNI is a diverse team of analytics, retail and marketing experts focused on accelerating our clients' sales and expanding their product distribution. We've focused on this area because we believe and know we help our clients improve business results, top line and bottom line through the RNI Sales Accelerator Platform™!

About IRI:

As one of the original innovators in big data, IRI integrates the world's largest set of otherwise disconnected purchase, media, social, causal and loyalty data to help CPG, retail, over-the-counter health care and media companies grow their businesses.

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