



NIQ *Activate* Case Study

HOW PICK N PAY TURNED SUPPLIER COLLABORATION INTO A COMPETITIVE ADVANTAGE

Discover how Pick n Pay partnered with NIQ to build a data-driven insights ecosystem that delivers measurable value for retailers, suppliers, and shoppers alike.

NIQ

"Data and insights are central to how Pick n Pay drives growth - internally and with our supplier partners. When our existing insight sharing platform reached its end of life, we took the decision to run an RFP to find a solution that could better support our long-term growth objectives.

NIQ stood out for the strength of their Activate platform, their retail expertise, and the way they showed up as a partner from day one. Implementation was on time, on budget, and delivered to a standard that exceeded expectations. Activate is now well embedded in our commercial teams and has become part of how they make day to day, data-led decisions. The supplier rollout was fast and has driven strong ongoing engagement from partners.

Today, Activate is a core part of our data and insights environment. It's improved the speed from insight to action, strengthened supplier relationships, and made commercial conversations more informed and productive. NIQ has proven to be a trusted partner in supporting Pick n Pay's growth journey and Activate is now an established capability within our broader digital and data strategy."

- VINCENT VIVIERS, EXECUTIVE INNOVATION & DIGITAL
TRANSFORMATION, PICK N PAY



A Strategic Decision: From Internal Platform to Proven Partnership

For several years, Pick n Pay pursued an ambitious in-house approach to insight sharing. The intent was clear; to give both commercial teams and supplier partners access to meaningful data. But without the infrastructure and specialist expertise to scale, adoption remained limited and the platform fell short of the business's ambitions.

Recognizing this gap, Pick n Pay issued a formal RFP to identify a partner that could deliver not just technology, but a complete solution, one grounded in retail expertise and built for long-term, scalable collaboration.

NIQ stood out very clearly through that process. What differentiated NIQ was the combination of best-practice retail expertise, strong delivery capabilities, a clear commercial understanding, and most importantly, a true partnership mindset. Pick n Pay felt confident that NIQ wasn't just implementing a system, but was genuinely invested in Pick n Pay's success.

NIQ Activate offered powerful analytical capabilities, while NIQ's broader support model, from Customer Success to Sales Enablement, was equally compelling. The decision was clear: this was the right platform, with the right partner, at the right moment.

"For us, NIQ has proven to be more than a technology provider. They've shown a real customer-success mindset, strong partnership, and a deep understanding of what retailers like Pick n Pay need to grow. Activate has become a core part of our data and insights ecosystem, and we see it as a long-term capability that will continue to support our growth journey."

- PICK N PAY

A Culture of Data-Led Decision Making

From the outset, the implementation was a joint effort built on close collaboration and mutual accountability. Together with NIQ, Pick n Pay defined exactly what success should look like, not based on theory, but grounded in how the business actually works.

The internal launch was a real success. Commercial teams quickly adopted Activate, and it has become a core part of how they access insights, prepare for discussions, and make data-led decisions. Having all teams working from a shared source of truth has meaningfully improved the quality of conversations and accelerated a more data-driven culture across the business.

That level of adoption was something Pick n Pay hadn't achieved previously, and it was a strong validation that they had made the right choice.



NIQ *Activate*: The Shared Platform Driving Real Business Value



NIQ Activate serves as the single shared platform underpinning Pick n Pay's entire supplier collaboration program, from defining and assembling supplier audiences, to planning and deploying the program, to measuring business impact.

The external roll-out to supplier partners happened in record time, and the feedback has been overwhelmingly positive. There is genuine excitement around having a shared, trusted insights platform that enables more meaningful and more productive conversations.

Pick n Pay's key objective with NIQ Activate is straightforward: build a truly collaborative insights platform that enables better joint business planning, moves quickly from insight to action, and generates positive commercial and operational outcomes. Equally important is the ability to measure that value, so Pick n Pay can continuously improve and scale what works.

For suppliers, NIQ Activate has become the shared source of truth, enabling more focused, forward-looking conversations and faster, insight-driven decisions across the business.

"NIQ Activate has not just improved our supplier conversations, it has changed how we think about growth. We now have a mechanism to plan jointly, test quickly, measure rigorously, and iterate. It has become the backbone of how we approach joint business planning, and the commercial results are starting to reflect that."

- PICK N PAY





About Pick n Pay

Pick n Pay is one of South Africa's most iconic retail brands, with a proud heritage of serving shoppers across a wide range of formats and channels. Committed to value, innovation, and customer centricity, Pick n Pay continues to invest in data and technology to better serve its shoppers and supplier partners as it pursues its next chapter of growth.



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About NIQ

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

NIQ, is an Advent International portfolio company with operations in 100+ markets, covering more than 90% of the world's population. For more information, visit [NIQ.com](https://www.niq.com)