

CASE STUDY

Amtico

Since 1964 Amtico have been one of the worlds leading designers and manufacturers in luxury flooring and flooring solutions amongst both the residential and commercial flooring market. Amtico currently have a presence in over 600 independent stores in the UK.

CHALLENGE

- Identifying the most viable locations for retailer recruitment, taking into account the demographic profiles that each retailer serves
- Having a rich insight into the overall market potential of each Amtico retailer
- Understanding and being able to map their target consumers across the UK

SOLUTION

- Investing in **InSite** enables Amtico to prioritise retailer acquisitions based on the greatest headroom potential whilst leveraging demographic data
- **InSite** enables Amtico to quantify their market potential based on the demographics of their consumers
- An actionable and strategic tool that Amtico are able to share with multiple stakeholders across the business

“ The data and tools we get from CACI has been fundamental in supporting our retailer location strategy for the last 15 years. The support we get from our account team and the Insite helpline is key to the successful delivery of this strategy year on year ”

Nancy Hewitt, Senior Market Insight Analyst