

CLIENT SUCCESS STORY

How Premium wins clients & saves 8 hours a month with Statista’s Market Insights

Premium Retail Services, a division of Acosta Group, supports major brands across the U.S. and Canada with field marketing insights and retail execution services—household names like Sony, Lenovo, Logitech, Roku, and Walmart depend on Premium to help grow their businesses.



Client Name Premium Retail Services	Director Analytical Services Steve Faulkner
Company Size 10,000+ employees	Industry Retail Marketing and Sales

The challenge

Premium Retail Services needed a reliable, easy-to-navigate source for specific and trustworthy data to fuel both their business growth and their clients’ success. While they had access to multiple data service providers, including AI-driven tools, none delivered the level of relevance, precision, and credibility required to elevate their high-level client pitches and win new clients. They needed a data provider that could help them cut down research time and gain client trust in the process.

The outcome

With Statista, Premium has built a rock-solid foundation for client research, ensuring they have the precise, data-backed insights needed to excel in high-stakes C-level presentations. Armed with Statista’s intelligence, they can uncover hidden business opportunities for clients, out-manuever competitors, and deliver data-driven strategies that drive real, measurable results—helping them win more business with confidence.



“The industry insight [we get with Statista] is a reason we can retain and win new business.”

Steve Faulkner,
Director Analytical Services

When market and AI data fall short

To stay competitive in their market and deliver on their promises to clients, Premium Retail Services needed reliable, in-depth market intelligence—data that was not only accurate but also actionable.

However, their existing suite of data service providers couldn't give them all the answers and data they were searching for. Steve Faulkner, Director of Analytical Services, who oversees insights and business development support at Premium, explained the gap:

“If anything, it was too broad... the information is solid but it's just not specific enough. If I need to look at a specific client, **I can go to Statista and pull up that client's deck and financials for 2024.** For us to know that—even if it's just a reference—is very important in a C-suite meeting.”

Beyond general market reports, Premium needed a way to provide deeper, exclusive insights to impress high-profile clients—insights they wouldn't already have.

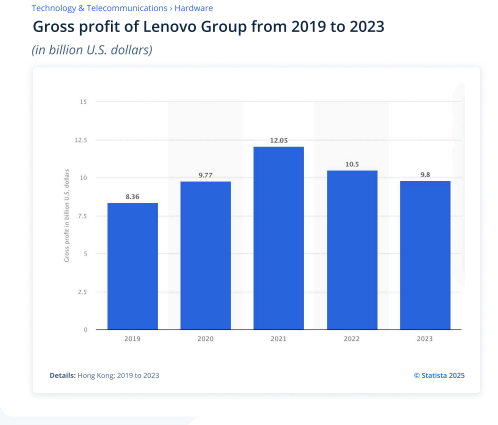
As Steve told us: “Since our clients are large companies, the question for us is, what information can we bring them that they don't already have? What additional value can we add? And I have determined that it is Statista, undoubtedly.”

For Steve, the ability to rely on Statista’s credibility was just as important as the insights themselves. While other tools could generate reports and provide broad market trends, the question remained—could he trust the data enough to use it in a boardroom meeting with the C-suite?

“I can go to ChatGPT or Copilot and ask for 2024 historical TV sales and brand share. But that's not the number that I would give to Business Development to **win a pitch** with. I would have to vet those stats. Whereas with Statista, **I don't question the data I'm looking at.**”

To fill these gaps in specificity and forecasting, Premium turns to Statista for research-based, precise insights and forecasts.

“We don't get forecasting from anybody else for an industry or a category. And **that's what I love about Statista because we're always talking about what's next,** not what already happened.”

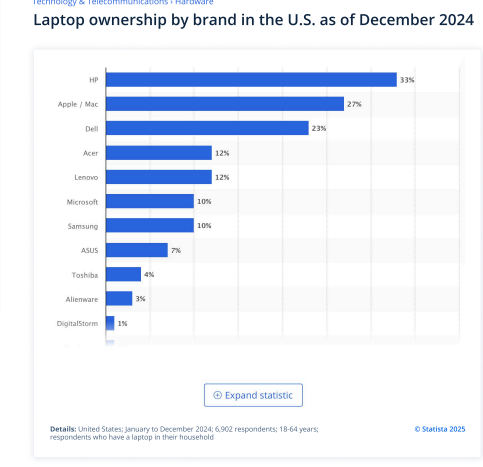


From rough estimates to game-changing insights

Since bringing Statista into their workflow, Premium has created a structured approach to market research. The platform has become the go-to resource for client pitches, strategy meetings, and high-level business development conversations.

“We need quantifiable data and we need forecasting. **Statista is my starting point for data,**” says Steve.

“It's data that we can take to C-level execs and potential customers and confidently say, we know what we're doing. We're right there with you. We understand where your business is at. We think we can help you with that.”



One of Premium’s most significant triumphs came during a competitive RFP process, where Statista's insights helped them build a compelling business case for a prospective client. Using Statista’s Market Insights, Premium demonstrated how a company in their industry saw a decline in year-over-year (YOY) market share.

Steve explained how these insights strengthened Premium’s position:

“**With Statista's Market Insights, we identified that this company lost unforecasted market share within a year of leaving for a competitor,**” says Steve.

“Having access to this data allows us to show prospective clients exactly what a decline in market share can mean for their business and it sure looks impactful on a slide. A single percentage point can equate to \$500 million in the largest categories—it's enormous,” Steve tells us.

“That's why we use Statista's Market Insights strategically when making our case to new clients and we certainly infuse it into conversations with new clients.”

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Steve Faulkner,
Director Analytical Services

Saving time while adding value

Beyond winning new business, Statista has helped Premium optimize internal workflows and improve efficiency. Every week, Steve publishes an internal newsletter, sharing industry and retailer insights—Statista is a core component of this process:

“Statista is one of the attachments every week. It's the starting point, and I have access to probably 15 different companies that I could attach something for. Statista is there every week. So, it makes me look good.”

[Learn more about Research AI](#), Statista's AI tool for expert-backed insights.

The ability to quickly access relevant, high-quality data has also saved Premium significant time, allowing them to focus on strategy rather than endless research. Steve estimated the time savings:

“**I save 8 hours of researching per month.** This is based on the time I save by not having to randomly search for meaningful market and category insights or when I'm looking for salient reports to include in the weekly newsletter.”

A trusted partner for smarter decision-making

Perhaps the biggest advantage of using Statista for the Premium team is the credibility the platform provides. Unlike AI-generated insights or broad market reports, Premium can confidently rely on Statista's data from 40,000 sources without second-guessing its accuracy.

“I've never been challenged on anything I've provided from Statista. I know it's accurate,” says Steve.

With Statista as a core part of their insights strategy, Premium continues to deliver value to its clients—helping them stay ahead of market trends and make data-driven business decisions.

“We really want to be a longtime client of our customers. And I think holding our own in the boardroom is the best way to show that,” says Steve.

“Statista for us is a **key market insights partner** that helps us with existing business and allows me to help my colleagues understand their current business and that of our customers. With Statista's forecasts, we can better understand what the future could hold as far as industry and category trends.”

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