

Nestlé expands partnership with Qualifio, scaling consumer engagement worldwide

Press release

Louvain-la-Neuve, Belgium, January 2026 — Qualifio, Europe's leading platform for first- and zero-party data collection, today announced a major milestone in its long-standing collaboration with Nestlé. What began in 2016 as a local pilot in Belgium has grown over the past decade into a strategic, globally adopted platform at the heart of Nestlé's marketing technology ecosystem.

In 2026, Qualifio will be adopted widely across Nestlé markets, marking a significant acceleration in the company's digital transformation. This next chapter will give Nestlé brands easier access to the tools they need to create richer, more personalised experiences for millions of consumers worldwide.

A partnership built over time and ready to scale fast

The partnership between Nestlé and Qualifio has grown steadily, enabling teams worldwide to engage consumers through interactive and gamified experiences. In 2025, Nestlé brands ran multiple campaigns that generated valuable consumer insights, enabling more personalised experiences and stronger brand loyalty.

With the latest expansion, Qualifio will empower even more marketers, brand managers, and CRM specialists to engage consumers effectively across Nestlé's categories, powering iconic brands such as KitKat, Nescafé, Maggi, and more.

Reward programs: a new chapter in how Nestlé delivers value to consumers

As part of this next phase, Nestlé will introduce Qualifio reward programs, designed to create ongoing value exchanges with consumers, not just single interactions.

By rewarding participation and repeated engagement, these programs have the potential to:

- **nurture valuable relationships** with consumers
- improve **retention** and **repeat participation**
- deepen **understanding of consumer preferences**
- deliver richer, more compelling **experiences** across markets and categories

Reward programs mark a natural evolution of Nestlé's strategy, placing the consumer and long-term relationship building at the centre of its digital marketing efforts.

Anna Rosàs Bresca, Global Senior Product Manager at Nestlé, commented: *"Qualifio has become an essential part of our consumer engagement and data strategy. Its flexibility and ease of use have allowed us to create consistent, personalised experiences across markets and categories with the highest data privacy standards. By scaling adoption globally, launching reward programs, and leveraging features such as lead capture and progressive profiling, we are accelerating our efforts to better understand our consumers and deliver value across the Nestlé ecosystem."*

A European tech success story

From its headquarters in Belgium, Qualifio has grown into a trusted MarTech partner for some of Europe's largest consumer brands. The platform enables companies to collect first- and zero-party data through interactive and gamified experiences, turning consumer engagement into actionable insights. Its expansion within Nestlé reflects the increasing importance of **European, privacy-first technologies** in helping companies engage consumers in more meaningful, transparent and personalised ways.

Laurent Mélon, General Director of Qualifio, commented: *"This milestone reflects years of focused product development and close collaboration with Nestlé. Their choice to scale Qualifio globally confirms the strength of our platform and the trust we've built together over time. We're excited for this next chapter and committed to continuing to deliver consistent value in the years ahead."*

About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. The platform enables marketing teams to gather actionable insights through interactive and gamified campaigns, creating personalised experiences that boost engagement and drive revenue.

Over 400 companies worldwide use Qualifio, including Nestlé, L'Oréal, Unilever, Currys, Valencia CF, LolaLiza, Daily Mail Group, Vivendi and DPG.

To find out more, visit <https://qualifio.com>

For more information, please contact Anastasia Babatzikis on +32 498 59 08 74 or by email to anastasia@qualifio.com