



From Market Research to Market Advantage

About INNOFACT AG

INNOFACT is a full service market research company. We combine traditional market research knowledge and skills with options for online surveys and state-of-the-art data collection. We are active in Germany, Europe and across the world.

INNOFACT is one of the market and quality leaders for online surveys in Germany and operates its own online panel. We employ people who apply high standards to the quality and usability of their results, and we supply solutions and recommendations for our customers' market questions.

The head office of **INNOFACT** is in Düsseldorf. There are branch offices in Berlin, Zurich and Lengerich.



DAS MARKTVORSPRUNGSINSTITUT.





Company Facts

- 80 employees
- Locations in Düsseldorf, Berlin, Zürich, Lengerich
- Approx. 1000 projects a year
- In-house IT team and innovative IT solutions
- Proprietary online panel
- Reliable, secure methods even in complex question setting and survey designs
- Founded in 2001

Services

INNOFACT offers customers a comprehensive portfolio of tried and tested and innovative market research solutions. It is the objective of each survey to generate genuine added value for our customers, helping to inspire their marketing decisions.

Sectors

INNOFACT has customers in a wide range of sectors: telecommunications, FMCG, commerce, durables, automotive, publishing, media, online services, transport, capital equipment, business consultancy, insurance, financial services, cosmetics, food, public sector, advertising agencies, PR agencies.

Areas of Research

- Concept/product testing
- Customer satisfaction surveys
- Customer segmentation
- Competitive intelligence
- Advertising effectiveness research (pre-testing)
- Advertising success research (post-testing)
- Pricing research
- Internet/ usability
- Test purchasing
- Employee surveys
- Website pre- and post-testing
- User surveys
- Tracking

How we work

INNOFACT recommends the use of online surveys (CAWI) for carrying out studies with a quantitative focus. The most significant fundamental advantages of online surveys are:

- Speed
- Cost savings
- Effective screening
- No interviewer effect (minimising the effect of social norms in giving answers)
- More authentic and extensive response behaviour in the case of open-ended questions
- The option to visualise specific aspects within the interview (by integrating logos, images of products, adverts, TV spots, etc.)
- More complex survey structure using smart filtering and types of questions

About our Process

INNOFACT invites respondents from the consumer panels to take part in a survey by email (without giving details about the reason for the survey). They then complete the questionnaire on a website which can only be opened once using an individual transaction number.

First, the respondents answer a few, hidden screening questions (usually with misleading answers and automatic screening out of 'straight-liners' who answer unrealistically) about their individual situations. Then, only respondents who fulfil the target group requirements are admitted to the main section of the survey.

INNOFACT assures high response quality thanks to innovative panel management (directing frequency of invitations and interviews, compensation for screen outs, cross-study check on response behaviour, etc.) and appropriate quality clean-up of the raw data (e.g. excluding 'speeders' and 'straight-liners').

Foto: Fotolia.de