



## 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 opportunities of online surveys and state-of-the-art data collection. We are active in Germany, Europe and around the world.

**INNOFACT** is a market and quality leader for online surveys in Germany and operates its own online panel. We employ people who apply high quality and standards to their results, and we provide 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

- 120 employees
- Locations in Düsseldorf, Berlin, Zürich, Lengerich
- Approx. 1200 projects a year
- In-house IT team and innovative IT solutions
- Proprietary online panel
- Reliable, assured methods even in complex question settings 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

- Quantitative and qualitative research
- Concept/product testing
- Customer satisfaction surveys
- Customer segmentation
- Advertising effectiveness research (pre-testing)
- Advertising success research (post-testing)
- Pricing research
- Internet/usability
- Data analytics
- Website pre- and post-testing
- User surveys
- Trackings

## 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 automatically 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').

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