

Press release

## Global market research: quantilope launches an automated multi-country feature to seamlessly reach international consumers in multiple languages

**quantilope's automated multi-country feature allows international brands to conduct surveys in different languages and multiple regions to instantly compare results from consumers, highlighting significant differences across markets.**

**Hamburg, March 17, 2020** Automated market research provider quantilope has expanded the functionality of its Agile Insights platform to facilitate global studies. The update enables the platform to run advanced automated market research projects with consumers in multiple countries and languages. Data from multi-country projects is automatically analyzed and begins visualizing data side-by-side between markets as soon as the first few responses come in.

"The addition of quantilope's multi-country feature allows international brands to efficiently collect consumer insights for multiple countries and languages in a single study. The optimized visualization ensures convenient, interactive dashboards that allow direct country comparisons, making it easier and faster to visualize market-specific trends and characteristics for stakeholders. The multi-country feature was designed specifically for marketing and insights managers who manage global brands and rely on these types of insights to develop competitive advantages and to push their businesses forward across markets," explained Dr. Peter Aschmoneit, CEO and co-founder of quantilope.

### **Applications of quantilope's multi-country feature:**

- **Direct comparison of country-specific insights**  
Products, brands, and marketing campaigns can be perceived very differently by consumers in different countries. The new update directly compares trends, interests, and consumer behavior that are subject to regional and cultural influences.
- **Multiple languages and countries in a single study**  
The multi-country feature allows studies to be carried out with consumers in different countries and in more than one language. Simply upload your pre-translated survey directly into quantilope's platform or work with one of our translation partners to do the work for you. Cultural differences and market-specific peculiarities become apparent in a single study.
- **Brand expansion into new markets**  
Multi-country studies provide relevant, market-specific insights for both international companies and brands that would like to expand into new markets.



### About quantilope

quantilope is an Agile Insights platform transforming the speed, complexity, and quality that hinders traditional market research. Our platform automates advanced research methodologies including Conjoint, MaxDiff, Implicit Association Tests, and more, offering tools and customization to answer questions from ideation through development, launch, and tracking of your products, ads, and concepts. quantilope is an end-to-end platform, mapping the entire market research process from the research question to the questionnaire design, professional panel management, in-depth analysis, and data visualization. With quantilope, you save time, money, and resources by never having to work with multiple vendors and software systems on a single research project again. Our clients are empowered to embrace agile workflows by improving the speed and substance of market research for their businesses.

### Download / Links

Pictures and further information can be found on our website:

<https://www.quantilope.com/en/blog/tag/company-news>

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