

Press release

Market research innovator quantilope releases free Consumer NOW Index

Market research innovator quantilope releases the Consumer NOW Index - a free automated research tracker monitoring the dynamic changes of consumer behavior patterns across the US, UK, and Germany.

New York / Hamburg, March 31, 2020 As a response to COVID-19 and the 'stay at home economy,' quantilope has released a weekly automated research tracker called the Consumer NOW Index. The Index monitors the ongoing series of consumer reactions and adjustments to changing micro and macro events impacting individual lives, families, work, health, and a general sense of self. quantilope's tracker is a free tool for researchers and marketers to stay connected to their consumers' radically changing motivations and needs.

"The past few weeks have changed the way consumers will interact with everything from the products they buy, to how they socialize, and how they work," explained Peter Aschnoneit, CEO of quantilope. "While consumers will always adapt to their rapidly changing environment, winning brands will only be those who act quick enough to identify new needs, challenges, and who deeply understand the motivations and drivers behind consumer behavior".

Key questions quantilope's Consumer NOW Index Tracker answers:

- Based on current consumer sentiment, what messaging should brands prioritize?
- What products are consumers increasing / decreasing their spend on week over week?
- How are consumer consumption patterns changing as a result of the global environment?
- How are consumers changing their use of technologies?

„Our Consumer NOW Index Tracker is created to support brands during times of uncertainty with high quality, real-time insights to develop creative solutions to support their consumers' new reality and to inform tactical and strategic marketing initiatives,” continued Aschnoneit.

The full insights dashboard from quantilope's first wave of the Consumer Index tracker is available as a free resource [here](#). We recommend to open it on a large screen.

Companies can get an individual Consumer NOW Tracking from quantilope [on request](#).



About the Consumer NOW Index

Each wave of quantilope's Consumer NOW Index Tracker interviews 1.200 consumers aged 18 to 70 in the US, UK, and Germany. The analysis of each wave is based on advanced research methods from quantitative market research including a Key Driver Analysis, MaxDiff, and an Implicit Association Test. Insights from charts automatically updates with each new wave for seamless week-by-week comparison as soon as results come in, providing an easy to use, efficient, approach to tracking.

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.

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Pictures and further information can be found on our website:

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

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