

Press release

quantilope is expanding its market research partner network in Europe

In the course of its international expansion, quantilope is expanding its strategic partnerships in Europe. The international market research technology provider's new partner program is focused on market research institutes and marketing and consulting agencies. Leading market research service providers such as GfK, Statista, and LINK are already using quantilope's insights technology.

Hamburg/New York, June 21, 2021 quantilope is continuing its expansion, and its international growth strategy has prompted it to expand its partner network for professional market research in Europe. Its new dedicated partner program places a special focus on market research institutes, consulting firms, and media and marketing agencies in Europe. The United Kingdom, Germany, and France have a combined market for consumer insights of nearly 10 billion euros, making them the largest European markets in the market research industry.

The new partner program offers market research service providers various models, ranging from a referral premium (as a referral partner) to a sales partnership that includes marketing rights for quantilope's Insights Automation Platform (as a value-added reseller).

"The partner program is an important step in the systematic expansion of our comprehensive market presence in Europe. We are thus scaling and democratizing access to high-quality automated research methods and innovative insights technology for national and international brands alike," says Dr. Peter Aschmoneit, CEO and co-founder of quantilope. "Brands that we have so far been unable to optimally reach with our own office locations benefit especially greatly from the expanded network and the enhanced presence of local partners," Aschmoneit continues.

Well-known market research institutes and agencies such as GfK, the largest German market research institute, and Stoyo Media, Germany's leading agency for data-driven creation, are already successfully using quantilope's technological power for professional consumer insights. Statista Q, part of the successful business data platform Statista, and DWise, a market research service provider also recently joined the partner network. quantilope is now welcoming LINK, the Swiss survey research market leader and quantilope's partner in Switzerland.

"quantilope enables us to generate high-quality research results much faster than we have so far been able to," says Stefan Reiser, head of LINK's Marketing Research Division. "The unique combination of speed, quality, flexibility, and cost-efficiency for professional studies offers fantastic opportunities for us and our clients," Reiser continues.

"At DWise, we are very excited to partner with quantilope. Being a powerful tool that delivers real-time results, quantilope's automated end-to-end platform provides just the right level of simplicity addressing the pressing market needs. DWise analysts, data science experts, and Market Research professionals can complement the delivery of advanced services and consultancy following quantilope's plans and growth trajectory," said Claudia Doeland & Puisé Pang, partners at DWise. "We look forward to being part of the research transformation journey powered by quantilope!"

quantilope is an insights automation platform automating advanced research methodologies including Conjoint, MaxDiff, TURF, Implicit Association Tests, and more. The end-to-end platform connects the entire market research process from the research question to the questionnaire design, professional panel management, live reporting, in-depth analysis, and data visualization in just 1 – 5 business days.

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. Our platform is end-to-end, 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.

Download / Links

Pictures and further information can be found on our website: <https://www.quantilope.com/en/press>

Press contact

Europe

quantilope GmbH
Aimée-Désirée Bauer
Charlottenstraße 26, 20257 Hamburg, GERMANY
Office +49 40 210 918 979
E-Mail aimee.bauer@quantilope.com

United States

quantilope Inc.
Johanna Azis
433 Broadway, New York, NY 10013 | UNITED STATES
Office +1 917 865 3038
E-Mail johanna.azis@quantilope.com