



Press release

GRIT Top 50 Most Innovative Suppliers: quantilope makes the biggest leap in rankings, reaches 17th spot

quantilope is ranked again among the world's most innovative suppliers in market research & insights in the respected GRIT Top 50 Most Innovative Suppliers list. With its insights automation platform, the global technology provider made the biggest leap in the ranking moving up 27 places compared to last year.

Hamburg/New York, July 15, 2021 quantilope is ranked again among the world's most innovative suppliers of market research & insights. The international insights technology provider for insights is ranked 17th in the GRIT Top 50 Most Innovative Suppliers for Insights published today by Greenbook.

The ranking of the most innovative suppliers of insights is part of the newly published GRIT Report Business & Innovation Edition 2021. For the GRIT Report (Greenbook Research Industry Trends), more than 3,000 insights buyers and service providers of insights were surveyed worldwide.

"quantilope is pleased to be a part of the top 50 most innovative suppliers list again this year. Climbing 27 spots is a direct reflection of our work continuing to automate more advanced research methods and significantly increasing the use of artificial intelligence in our insights automation platform. Helping our clients increase the efficiency and scalability of their research processes through technology continues to be our main priority as we develop our product," explains James Motley, Chief Technology Officer (CTO) for quantilope. James Motley has previously worked for numerous Silicon Valley companies including Intel and HP.

"Our Insights Automation platform provides companies with an easy-to-use operating system for cutting-edge market research. This empowers brands to gain deep consumer understanding within just a few days - a benefit that has been clearly recognized in this year's GRIT ranking. At quantilope, these consumer insights flow directly into interactive reports and enable management teams to quickly make impactful business decisions rooted in consumer research. A new study even shows that research teams can receive an ROI of 319% with quantilope's Insights Automation platform over a three-year period" adds Dr. Peter Aschmoneit, CEO and Co-Founder of quantilope.

In addition to ranking 17th on the Top 50 Most innovative Supplier list, quantilope also ranked 16th on the list of top Data & Analytics Providers and 5th on the Technology Provider list.

Founded in 2014, quantilope has been on a path of global expansion working with numerous international brands and companies such as Danone, FlowersFoods, Pepsi, Nestlé and Telekom, as well as renowned institutes and consulting agencies such as GfK.

About GRIT report

The 2021 Business & Innovation GreenBook report includes this year's annual ranking of market research suppliers who have successfully asserted themselves at the forefront of innovation. The report looks at the big picture of the insights industry and how individual organizations fit into this ecosystem. It demonstrates how external changes (like COVID-19) are spurring innovation and how they impact business outcomes, expectations, and strategies. Plus, the GRIT Top 50 Most Innovative Companies list. For the GRIT Report (Greenbook Research Industry Trends), more than 3,000 insights buyers and service providers of insights were surveyed worldwide.

[Ranking GRIT Top 50 Most Innovative Suppliers](#)
[GRIT Report Business & Innovation Edition 2021](#)

About quantilope

quantilope is an insights automation platform automating advanced research methodologies including Conjoint, MaxDiff, TURF, Implicit Association Tests, Tracking and more. Our 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. The average project turnaround time is 1 – 5 business days. The company employs more than 200 people worldwide with global clients including Danone, FlowersFoods, Pepsi, Nestlé and Telekom, as well as renowned institutes and consulting agencies such as GfK.

Founded in Germany in 2014, quantilope has been on a path of global expansion with international offices across Europe and the United States. quantilope's mission is to globally scale insights automation based on the belief of freeing all marketing decisions from gut feel.

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