quantilope and Statista Q launch their joint brand tracker

Hamburg October 27, 2021 - Today Statista Q and insights technology provider quantilope launch their joint brand tracker. The new partnership combines the companies' unique strengths: individual consulting competence in professional market research and innovative insights technology power. At the center of the new tracker is an insights dashboard that continuously visualizes relevant consumer insights and important core variables for the evaluation of brand image.

The new Brand Tracker leverages the technical capabilities of the global software provider quantilope. The multi-award-winning technology company enables companies to gain detailed target group insights within a few days or even in real time with its insights automation technology. Relying on automated methods from modern, quantitative, and qualitative market research, artificial intelligence, and machine learning.

The thematic modules of Statista's new Brand Tracker powered by quantilope will allow Statista customers to gain automated, in-depth insights into consumer buying and information behavior, advertising impact, associations with brand promise, brand digitality, as well as individual research interests. Statista Q's experts will accompany the entire process and provide guidance on setup right through to the evaluation of the results.

The Brand Tracker from Statista Q powered by quantilope combines speed with high quality research methods and consulting services. We, the worldwide leading software for Insights Automation, are delighted now be a client of Statista Q, enabling an even faster and deeper understanding of consumers with our technology" explains Dr. Peter Aschmoneit, CEO & CO-Founder

Peter Kautz, Managing Director, Statista Q: "quantilope and Statista Q are helping customers connect the dots: the Statista Q Brand Tracker offers customers a bespoke, digital dashboard paired with professional guidance throughout the entire process, from setup to analysis of the insights. Making it a precisely tailored tool, capable of addressing all the matters of a brand."

About Statista Q
As part of the successful data platform Statista, Statista Q enables customers to answer their individual, data-related questions. With a high level of methodological expertise and extensive experience, Statista Q is dedicated to all data-driven projects in the areas of market research, market and competition analyses, forecasts and models, data analytics, data insights management and data visualization.

About quantilope

quantilope is an international software company and leading provider of insights automation technology for both quantitative and qualitative research. quantilope's technology automates advanced research methodologies on an end-to-end platform connecting the entire research process from the creation of your project to advanced analyses and reporting. Supported by a team of certified research consultants, quantilope provides insights teams with the expertise & tools to conduct seamless research and unlock robust insights in as little as 1 - 5 days.

Founded in 2014, quantilope is one of the fastest growing technology companies in Germany (Tech Fast 50, Deloitte 2020) and ranks among the top 50 most innovative suppliers for insights worldwide (17th place, GRIT Top 50 Most Innovative Suppliers 2021, Greenbook) and is Award Finalist 2021 powered by Quirks for Technology Impact. The company employs over 200 people worldwide.

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https://www.quantilope.com/en/press

https://www.statista.com/press/

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