

We look
over
your
client's
shoulders



Full service market research

INNOFACT AG is a full service market research company. We respond to your marketing and market research needs with a broad palette of tools and solutions.

“We” are 40 highly-qualified and experienced men and women, who deal with your projects from our bases in Zurich, Düsseldorf and Hamburg quickly, properly and professionally to give you what you need.

Full service market research

We work in Switzerland, Europe and worldwide, using every relevant type of research method: online interviews conducted with our own access panel, CATI interviews in our own telephone studio and all kinds of face-to-face interviews. The focal point of our work is online market research. We survey consumers in all the important sectors of consumer goods. We also instigate research into a wide range of B-to-B markets.

Services

We offer our clients a broad portfolio of both tried and trusted and innovative market research solutions. The aim of each study is to generate real added value for our clients, to provide them with the right information at the right time so that they can make marketing decisions.

Sectors

INNOFACT AG has clients in a wide variety of sectors: telecommunications, FMCG, automotive, publishing, media, transport, producer goods, consultancy, insurance, financial services, cosmetics, foodstuffs, trade and the public sector.

Research areas

Concept and product tests – client satisfaction studies – client segmentation – competitive intelligence – advertising appeal research (pre-tests) – advertising follow-up research (post-tests) – pricing research – internet/usability – test purchases – employee surveys – website pre- and post-tests – user surveys.

Company data

- 40 employees in Switzerland and Germany, including 25 university graduates.
- Around 250 projects a year.
- Online panel for Switzerland and Germany.
- Own CATI studio.
- Secure methods even in complex questioning scenarios and study designs.
- Founded in 2000. Links with the Holtzbrinck media group through a minority holding.