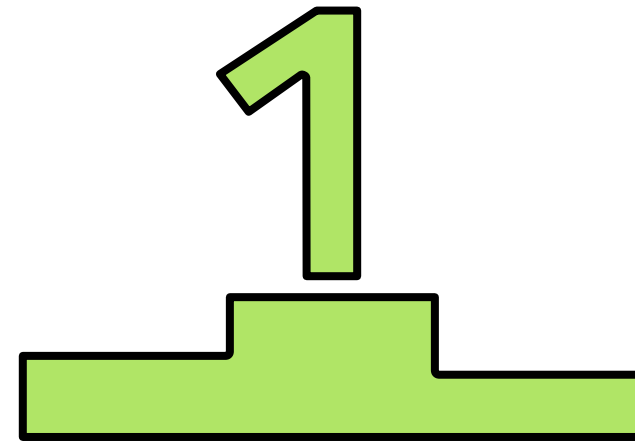




Welcome

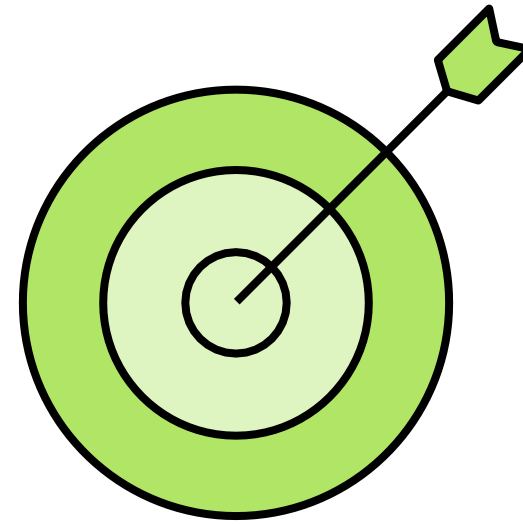
marketagent.

Digital research with passion



Pioneer and innovation leader

4 main advantages of online research



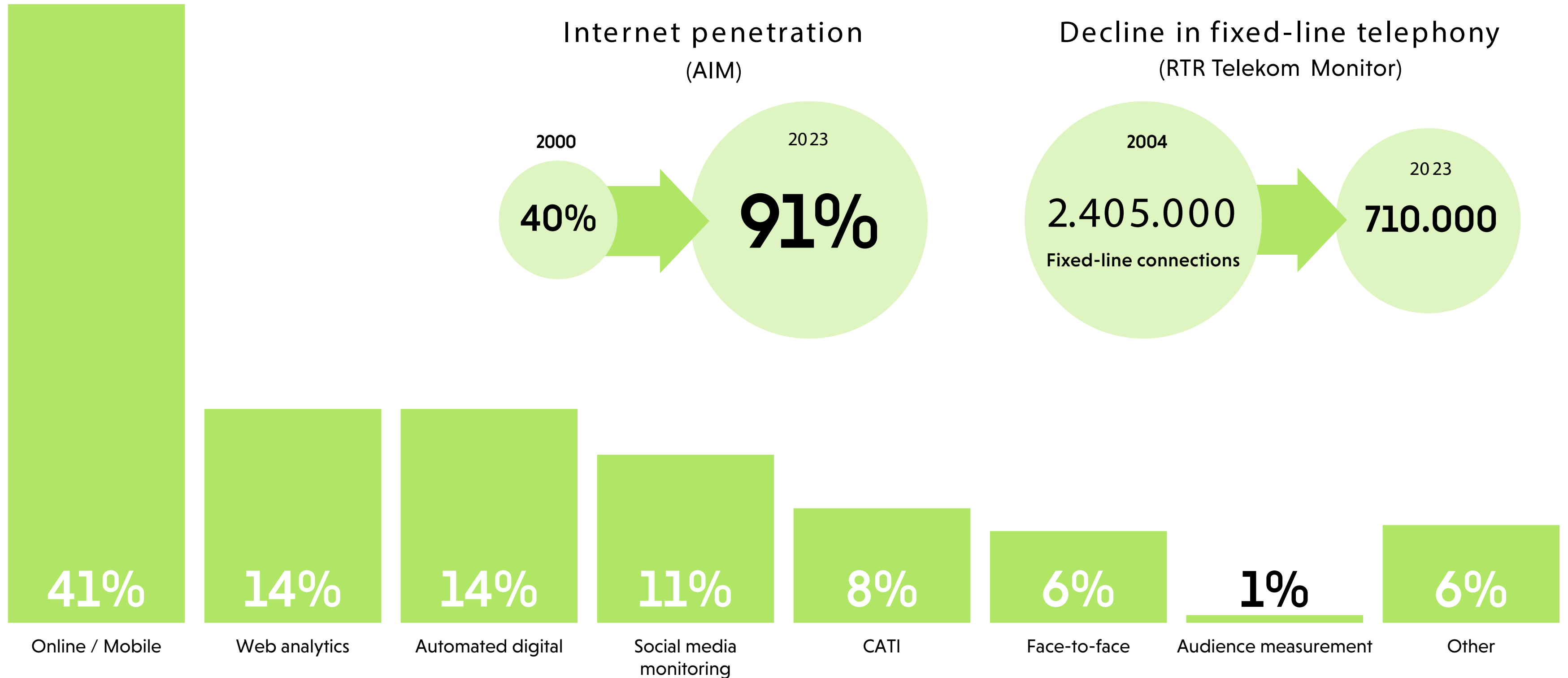
Multimediality

Speed

Cost efficiency

Targeting without scatter loss

Methodological background



Distribution of revenue (ESOMAR)

Key data at a glance

Online Access Panel with

3,200,000

participants (+1.800 per day)

1,300

online studies per year

1,000,000

CAWI interviews per year

A modern dining room with large windows, a white table, wooden chairs, and copper pendant lights. The room is bright and airy, with a view of a green lawn and trees outside. The text "Locations" is centered in a white box.

Locations

Employees and locations

Locations in Austria, Switzerland and Slovenia

Zurich

1

employees

Baden

26

employees

Maribor

4

employees

marketagent.

Online research tools

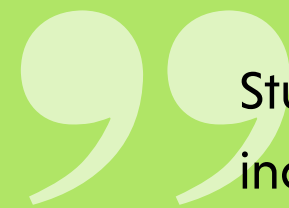
- Pre- and post-tests of advertising material
- Analysis of brand essence
- Brand positioning
- Market segmentation
- Target group analysis
- Tracking studies
- Usage & Attitude studies
- Motive analyses
- Idea screening
- Concept and product tests
- Packaging tests
- Shelf tests
- Home use tests
- Testimonial tests
- Logo and name tests
- Claim and slogan tests
- Pricing research
- Conjoint measurement
- Customer/ employee surveys
- Website surveys
- Studies using POS recruitment
- AI-supported surveys

References

- A1 Telekom Austria
- Bank Austria
- Coca-Cola
- Eviso
- Felix Austria
- Generali Versicherung
- Hervis
- IKEA
- Kuratorium für Verkehrssicherheit
- Maresi
- McDonald's
- Nespresso
- Österreichische Post
- Ottakringer
- Parship
- Sanova
- Sky
- Spar
- Stihl
- Universität Wien
- Ventocom
- willhaben

What our customers say

karriere.at

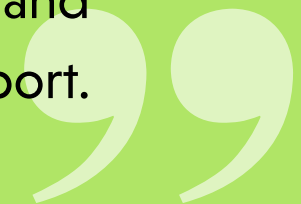


Studies from Marketagent are a comprehensive indicator and trend gauge for us. The results serve us, our customers and partners as a valuable orientation aid and guide for action. As a leader in the industry, we thereby underpin our role as an impulse generator and innovation driver.

Mag. Johanna Mayr, Head of Brand & Communications

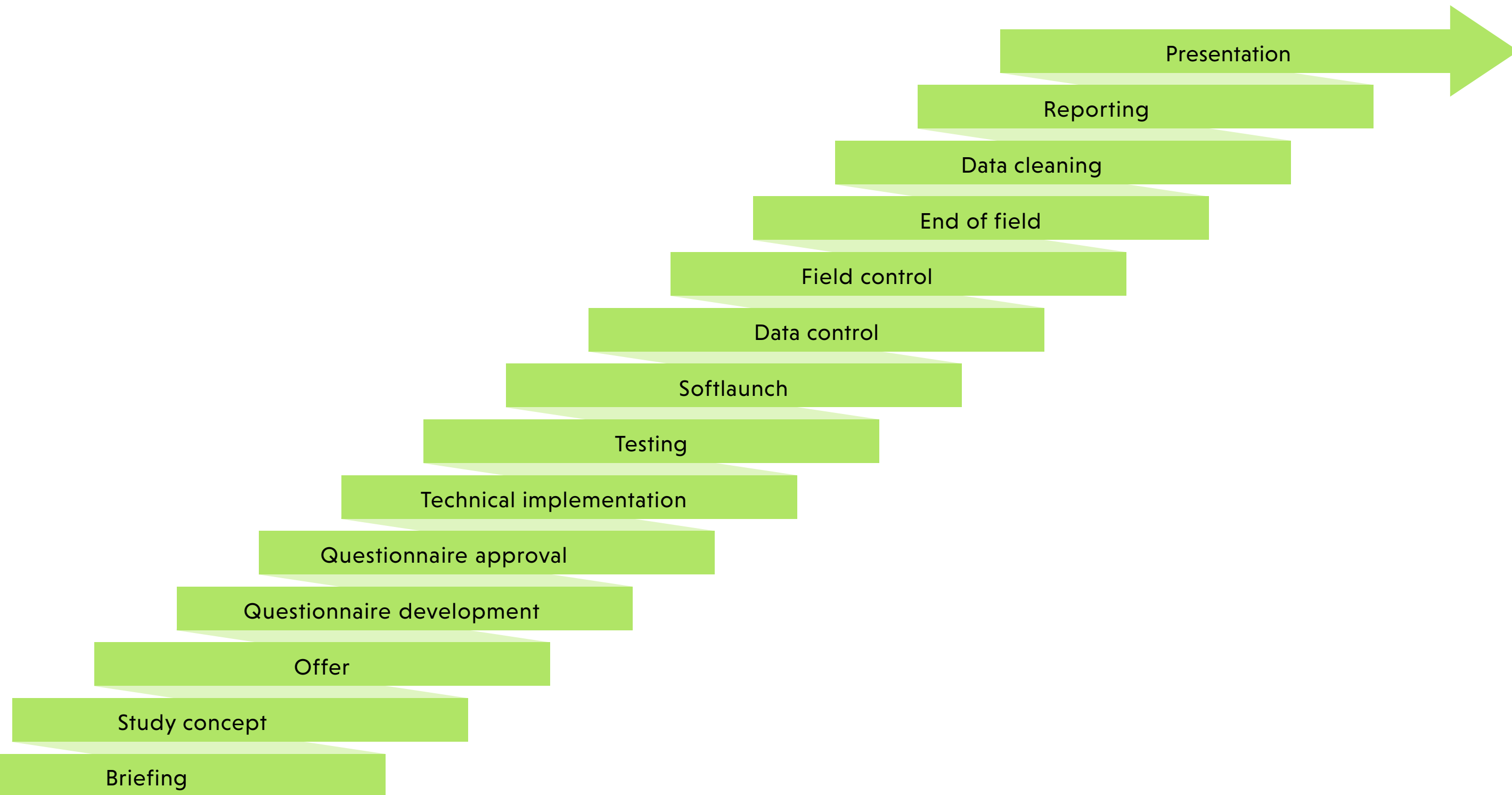
Österreichisches Rotes Kreuz

In case of different surveys or spontaneously required studies, Marketagent provides us with uncomplicated, fast, competent and yet very personal support.

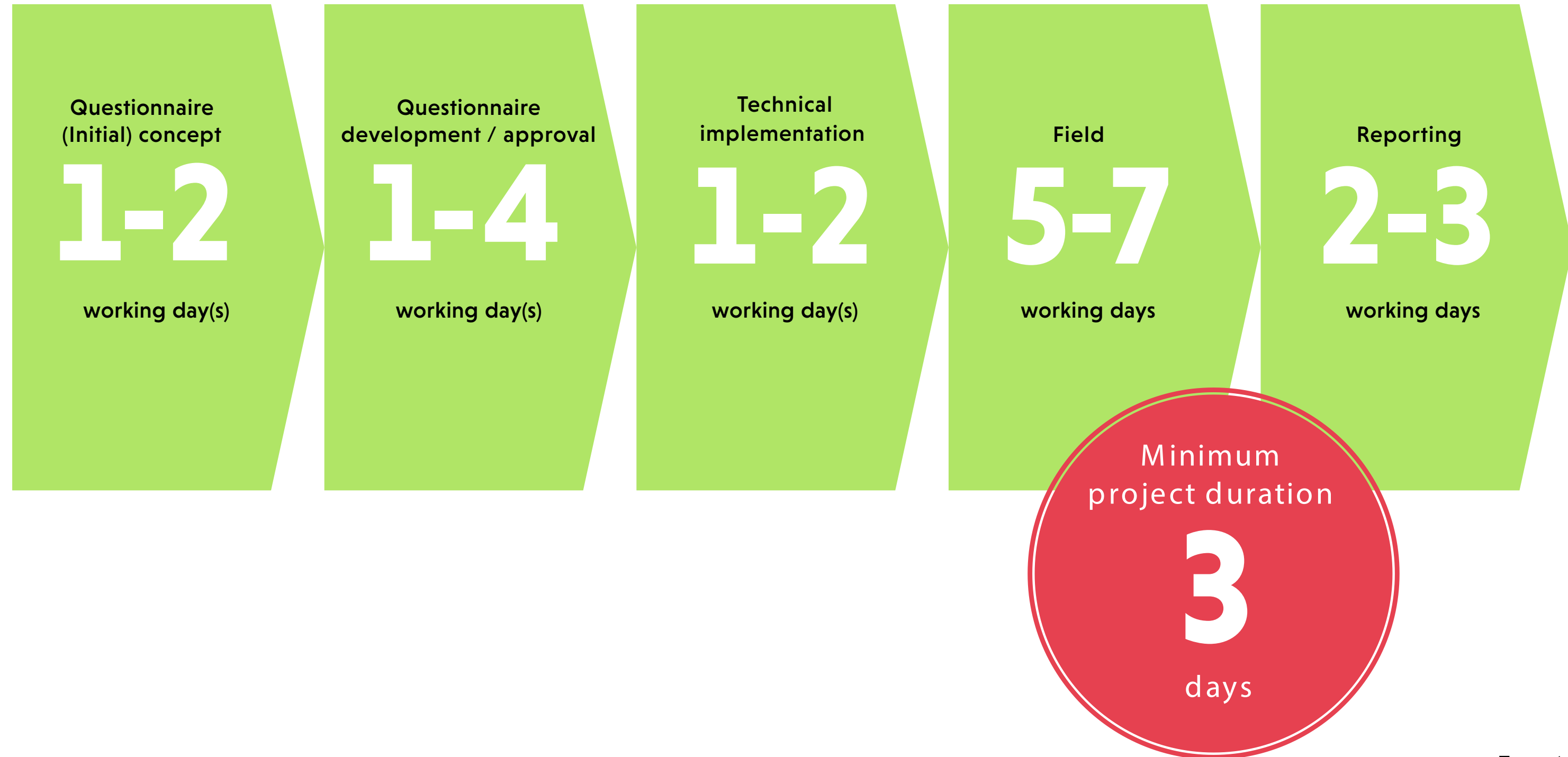


Gerald Czech, Head of Marketing

A typical project process



„Take the fast lane“



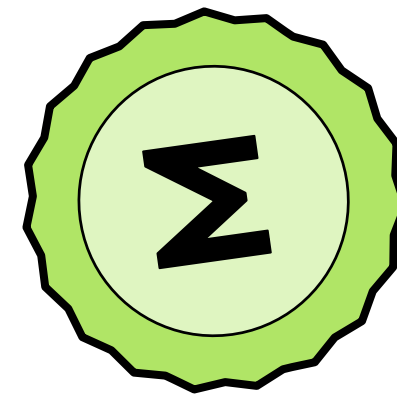
4 set screws for investment costs



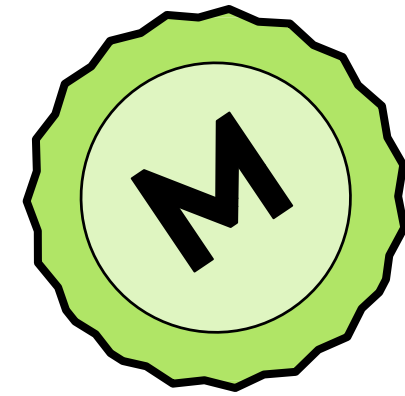
Questionnaire length



Sample size



Reachability of
the target group
(incidence)

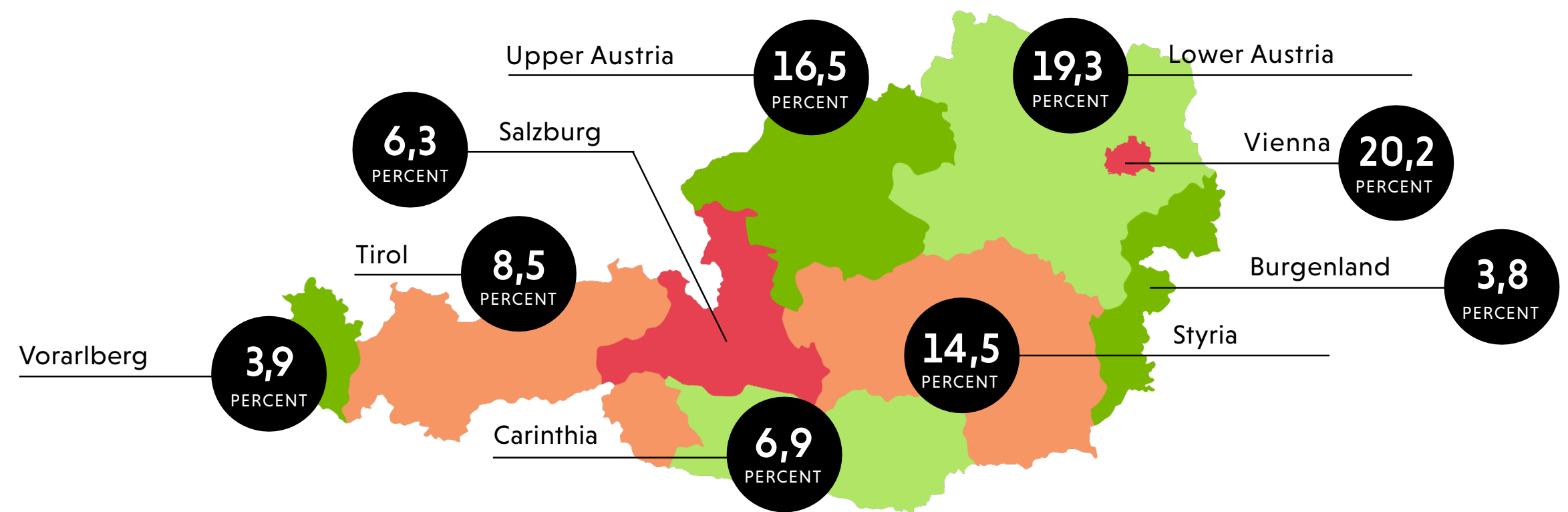
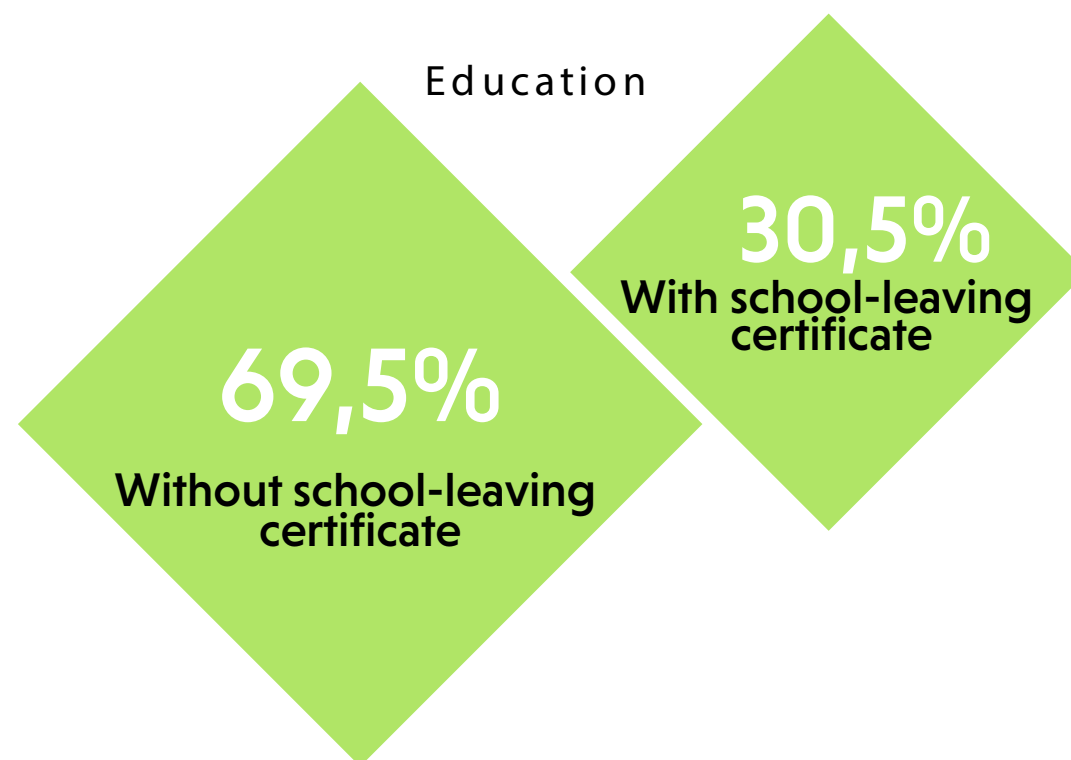


Scope of consulting

Sampling

reduced in size, but with the same structure

	Male: 49,9 %	Female: 50,1%	Sample total
14 - 19 years	9,4%	9,9%	9,7%
20 - 29 years	17,3%	17,3%	17,3%
30 - 39 years	18,1%	17,5%	17,8%
40 - 49 years	22,0%	22,0%	22,0%
50 - 59 years	18,4%	18,3%	18,3%
60 - 69 years	14,7%	14,9%	14,8%



The centerpiece: Our online access panel



Own panel capacities in 89 countries

Panel size: 3.2 millions

1,300 new registrations per day

The 4 pillars of panel recruitment

Heterogeneity

Continuity

Media break

Validation

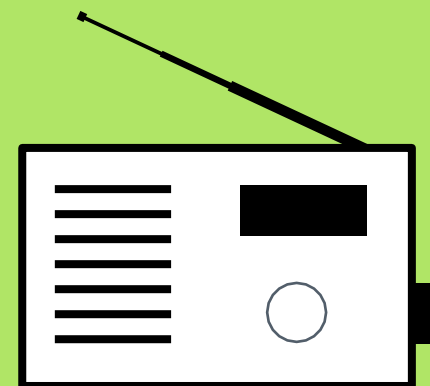
marketagent.

Offline recruitment



TV

TV spot campaign with
IP Austria



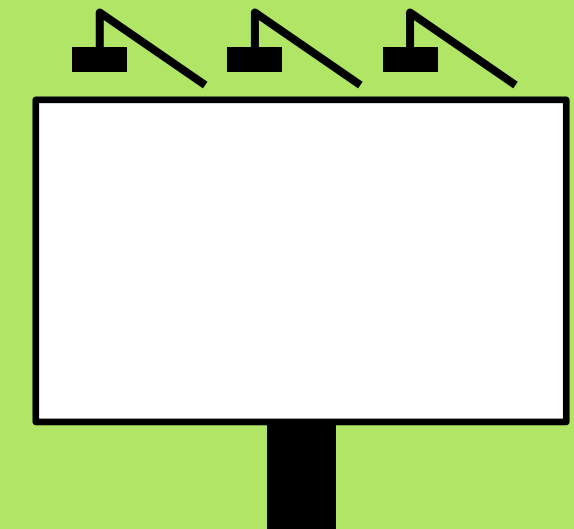
Radio

Cooperation with
KRONEHIT Radio



Print

Advertisements in
weekend, WOMAN,
Servus, and many more



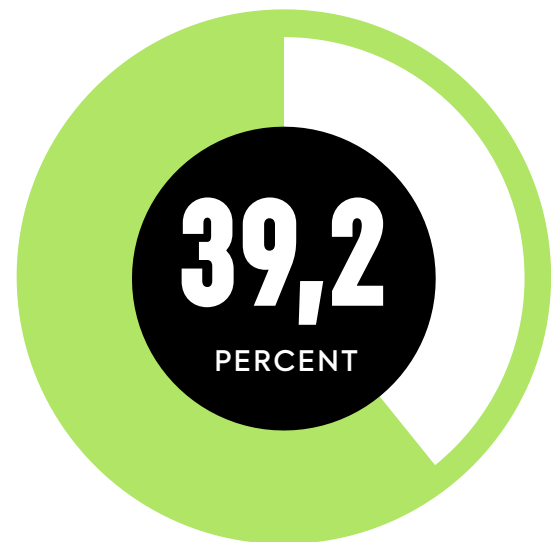
Poster

Outdoor advertising campaign
with EPAMEDIA

Motives of our panel members

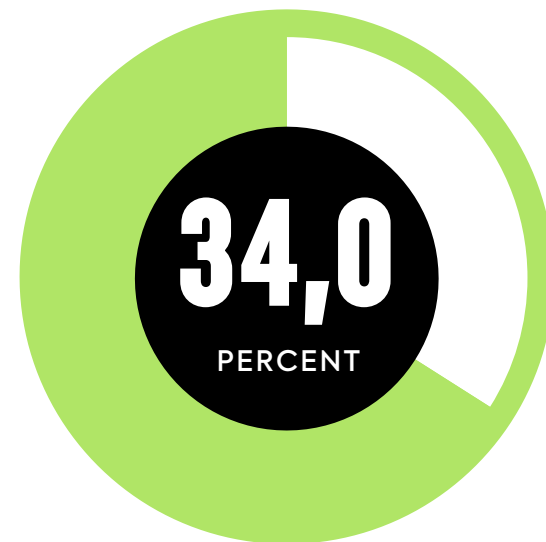
Top 5

1



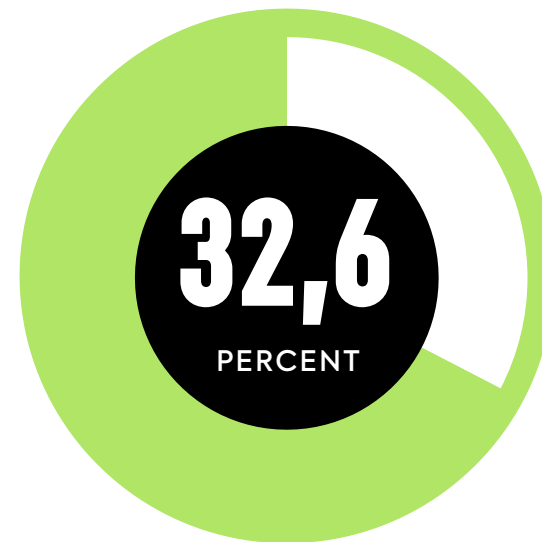
Basic interest in surveys
and market research

2



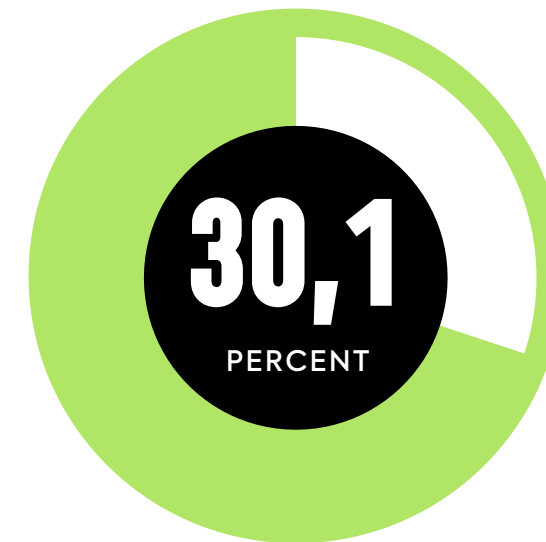
Curiosity

3



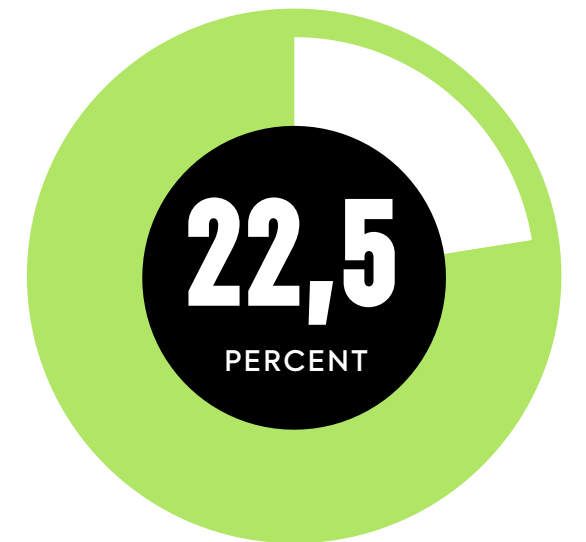
The opportunity to help
shape trends and products

4



Incentives
(bonus points, etc.)

5



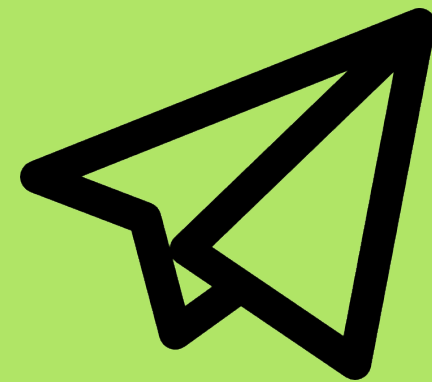
Share my opinion with
others

Multi-Channel invitation management



E-Mail

Sending the link to the questionnaire via e-mail



Telegram

Invitation service via a dedicated Telegram interface



App

Information about available surveys in our App



Browser

Web push notifications invite to current surveys

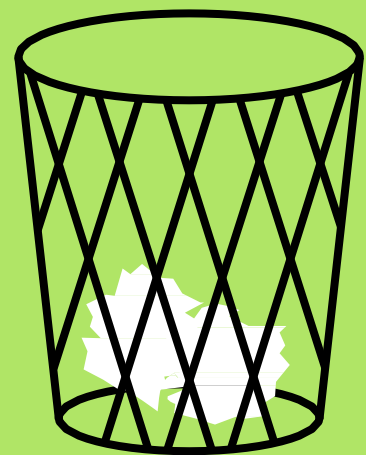
Our investment in quality

First certified online access panel according to ISO 20252

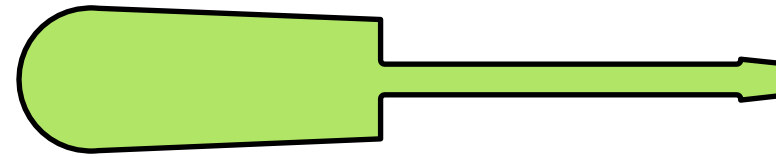


5 indicators of poor interview quality

- Speeding | Completion time
- Missings | Response behaviour to open questions
- Straightlining | „Pattern clicker“ for matrix questions
- Cheating | False-Answers
- Inconsistency | Inconsistency with the profile data



Mobile Tools



BRAND.Diamonds

Testimonial Tracker

Labor market sentiment

BRAND.Swipe NXT

Luxury Research

A modern office interior featuring a large window that looks out onto a dense green forest. The office is furnished with a long white desk, two brown leather chairs, a black ergonomic chair, and a white storage cabinet. A computer monitor and a desk lamp are also visible on the desk. The word "Contact" is overlaid in a white box in the center of the image.

Contact

Contact

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