

**EVERY GREAT  
INSIGHT STARTS  
WITH A THOUGHTFUL  
QUESTION.**

YOUR TRUSTED,  
INDEPENDENT PROVIDER  
OF FIELD SERVICES  
FOR BOTH QUALITATIVE  
AND QUANTITATIVE  
MARKET RESEARCH.



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## **RELEVANT INSIGHTS START WITH RELIABLE RESULTS. WE ENSURE YOUR SURVEYS DELIVER BOTH.**

Our market research services are built on decades of experience across nearly all industries. We stand out through our in-depth methodological expertise, implementing all major survey methods for diverse target groups across the globe.

Our team of professional interviewers, mystery shoppers, presenters, and researchers ensures accurate, high-quality results. They undergo rigorous three-stage training tailored to each task.

Let us help you ask the right questions to gain the insights you need for a competitive edge.

# KRÄMER MARKTFORSCHUNG

## *Established expertise with a distinct history*

Since its founding in 1986, our owner-managed company has grown into one of Europe's leading institutes for field services in qualitative and quantitative market research. We support a diverse range of clients, including full-service institutes, consulting firms, private enterprises, and public institutions. With a commitment to excellence, we deliver reliable data and insights tailored to our clients' needs.

As a trusted service provider, we approach each project with dedication and personal commitment. Whether you need access to specialized target groups or research in challenging locations, you can rely on our expertise. We adapt seamlessly to every challenge, ensuring precise execution and the on-time delivery of results with the highest level of professionalism—guaranteed.

## *Let data speak for itself*



**>35**

Years  
Experience



**>5,000**

Operation days at  
the PoS per year



**>10,000**

Test purchases and  
Test calls per year



**>1,200**

Interviewers  
Nationwide



**>15,000**

Recruitments  
per year



**>400,000**

CATI Interviews  
per year



**>100,000**

Face-To-Face  
Interviews per year



**>1,000**

Focus Groups &  
IDIs per year

## *Why choose Krämer Marktforschung?*

- ⇒ Expertise in all standard market research methods with profound methodological knowledge
- ⇒ A strong reputation, both nationally and internationally, built on trust and proven results
- ⇒ Independent, comprehensive network of market research facilities
- ⇒ Global presence, including locations in the USA and Asia
- ⇒ Consistent, high-quality standards maintained worldwide
- ⇒ Advanced data collection technology for precise, reliable results
- ⇒ Scalable logistics to accommodate surveys of any size and complexity
- ⇒ Expert consulting on data evaluation, study design, and results presentation
- ⇒ Strong staff loyalty ensuring flexibility and consistent performance
- ⇒ Active member of BVM and ADM, supporting market and social research initiatives

# SPECIALISTS IN EVERY MARKET RESEARCH METHOD, WITH A TEAM OF PROFESSIONALS READY TO HANDLE SURVEYS OF ALL TYPES.



## FACE-TO-FACE

Professional, local surveys face-to-face for accurate results

- ⇒ Household surveys and home use tests
- ⇒ Population surveys with large sample sizes
- ⇒ Special target groups, including farmers, child/youth research
- ⇒ Strict compliance with regulations for cooling, storage, and hygiene in product tests
- ⇒ Conducting about **100,000** face-to-face interviews annually



## POINT OF SALE

Identifying the optimal PoS strategy through our analyses

- ⇒ Highly trained and thoroughly briefed PoS interviewers
- ⇒ Flexible, location-independent approach for success in challenging areas
- ⇒ Regional interviewers with minimal travel time and strong local compliance
- ⇒ Professional and timely execution of PoS studies and targeted surveys
- ⇒ Recording and evaluation of interviewer history for quality assurance



## ONLINE SURVEYS

Targeted online surveys and customized method combinations

- ⇒ Centralized project setup and management at our site
- ⇒ Additional sample acquisition for **B2C** surveys
- ⇒ CATI to online integration (telephone recruitment for online surveys)
- ⇒ CATI-online mix for **B2B** surveys and low-volume target groups
- ⇒ No reliance on proprietary panels



### MYSTERY SHOPPING

Unbiased evaluation of service and consulting quality

- ⇒ Recruitment of regional, real purchasers for mystery shopping based on specific criteria
- ⇒ Comprehensive training for mystery shoppers tailored to each project
- ⇒ Precise respondent selection according to your criteria (age, gender, behavior, etc.)
- ⇒ Extensive expertise through approximately **10,000** test purchases per year, covering criteria such as age, gender, demeanor, etc.



### TELEPHONE

Telephone interviews for efficient and effective information collection

- ⇒ **350** telephone agents, including native speakers in **21** languages
- ⇒ **150** CATI stations and 2 predictive dialers in operation across Germany
- ⇒ Data collection using trusted Voxco and survey software systems
- ⇒ Conducting approximately **400,000** interviews annually
- ⇒ Comprehensive global data gathering



### RESEARCH FACILITIES

Our market research facilities are in key strategic locations

- ⇒ Focus groups and in-depth interviews (IDIs)
- ⇒ Tasting, concept and image testing
- ⇒ Product, packaging, brand and name testing
- ⇒ Store tests, price validation tests, and shop simulations
- ⇒ Advertising, poster, TV and radio spot testing

# EXPERTISE ACROSS ALL LOCATIONS. OUR MARKET RESEARCH FACILITIES ARE LOCATED IN KEY CITIES SHAPING PUBLIC OPINION.

Each of our market research facilities is equipped with optimal conditions for respondent observation. In addition to modern facilities and top-tier audio-visual equipment, we offer à la carte or buffet catering upon request, ensuring a professional atmosphere throughout the entire study.

## *Berlin*

- ⇒ 35 sqm discussion room with one-way mirror, observation area and separate client lounge
- ⇒ Flexible observation options for small groups or individual interviews
- ⇒ Dedicated test stations for Central Location Tests (CLTs)

## *Munich*

- ⇒ Spacious discussion room with one-way mirror, observation area, and a separate client lounge
- ⇒ Additional flexible observation options for small groups or individual interviews
- ⇒ Fully equipped test stations for Central Location Tests (CLTs)

## *Muenster*

- ⇒ Expansive discussion room with one-way mirror and ample observation space
- ⇒ Spacious test room (50 sqm) ideal for shelf tests or workshops
- ⇒ Dedicated test stations for Central Location Tests (CLTs)

## *Frankfurt (Main)*

- ⇒ 35 sqm discussion room with one-way mirror, observation area and separate client lounge
- ⇒ Flexible observation options for small groups or individual interviews
- ⇒ Dedicated test stations for Central Location Tests (CLTs)

## *Hamburg*

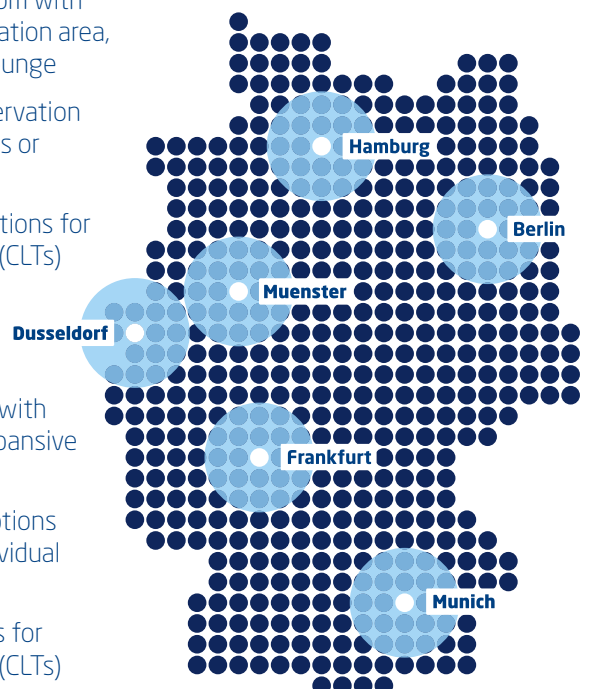
- ⇒ Spacious discussion room with one-way mirror, observation area, and a separate client lounge
- ⇒ Additional flexible observation options for small groups or individual interviews
- ⇒ Fully equipped test stations for Central Location Tests (CLTs)

## *Dusseldorf*

- ⇒ Large discussion room with one-way mirror and expansive observation area
- ⇒ Flexible observation options for small groups or individual interviews
- ⇒ Dedicated test stations for Central Location Tests (CLTs)

## MOBILE FOCUS GROUP UNIT

With our mobile focus group unit, we bring interviews directly to your target groups, wherever they are located. Equipped with professional cameras and recording technology, we offer high-quality qualitative market research beyond major metropolitan areas. This allows live observation of groups in smaller cities or peripheral regions.





# THE FOUNDATION OF SUCCESS: STRATEGIC, PRECISELY TARGETED QUALITATIVE RECRUITMENT ACROSS GERMANY.

Our experienced recruitment team quickly identifies the right respondents for your target group, even within small or challenging segments—whether B2B or B2C.

With our growing database and efficient data management, we support high-volume studies in no time. We understand that selecting the right participants is key to obtaining valid results, regardless of the research method.

This makes us your ideal partner for any study.

## *Our Recruitment Services*

- ⇒ Experienced recruiters for both B2C and B2B segments, specializing in qualitative recruitment
- ⇒ Expertise in recruiting for niche and specialized target groups
- ⇒ Nationwide reach with cross-regional recruitment across Germany
- ⇒ Efficient Phone-to-Web recruitment for high-volume sample sizes
- ⇒ In-house recruitment backed by our proprietary, extensive database
- ⇒ Flexible solutions tailored to diverse research methodologies



# CIDO RESEARCH: A GLOBAL PRESENCE BACKED BY A STRONG PARTNERSHIP.

Beyond Germany, we are supported by CIDO Research, a renowned international partner. With over 600 CATI stations and approximately 3,000 native speakers worldwide, we conduct surveys and analyses across nearly all countries.

We have a particularly strong presence in our key global locations in Asia, USA and Europe.

With CIDO Research as our partner, we project the services portfolio of Krämer Marktforschung onto the whole world. For more detailed information, please visit: [www.cidoresearch.com](http://www.cidoresearch.com)



## MEMBERSHIPS

**ADM.**



**ESOMAR<sup>25</sup>**  
Corporate

**SUCCESS BEGINS WITH  
A PARTNERSHIP BUILT ON  
TRUST, COLLABORATION,  
AND MUTUAL GOALS.**

LET'S BRING  
YOUR VISION TO LIFE.  
GET IN TOUCH!

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