



**IGV** Marktforschung GmbH

We get the answers for you.

# ABOUT US

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IGV Marktforschung GmbH was established in 1994 in Frankfurt am Main. Today we are a full-service institute. Leveraging a widely diversified set of methods, instruments and tools, we deliver tailored solutions that get the answers to your questions. We can conduct both quantitative and qualitative studies on your behalf. If you wish, we will serve as your sole-source provider, performing all tasks that the job may entail. Or you can entrust us to carry out individual tasks as you see fit.

## **Compliance:**

Our membership in standards bodies attests to our commitment to go about our business on your behalf in compliance with the statutory and ethical requirements of prestigious associations.

**ESOMAR**

**EphMRA**

**BVM**

# SERVICES

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Our mindset is innovative and our approach is interdisciplinary, yet we always strive to keep it simple. As a results-focused company, we put the customer first, particularly the benefits that we can bring to your business. You can count on IGV Marktforschung GmbH to respond swiftly. You will always have a personal contact you can reach 24/7 throughout the project.

**Coordinate national / international studies**

**Recruiting**

**Consult & conceptualize**

**Prepare questionnaires**

**Data collection**

**Perform field work**

**Capture & process data**

**Dateneingabe /  
Datenverarbeitung**

**Events**

**Exhibitions**

**Analysis**

**Evaluate**

**Tabulate**

(SPSS oder Quantum)

**Format results graphically**  
(PPT-Charts)

**Present results**

**Set up panels**

**Online-Reporting**

**Dashboarding**

**Social Media Monitoring**

**Desktop Research**

**Address management**

**Letter Shop**

**And much more**

# QUANTITATIVE MR

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## **Telephone (CATI):**

Specific target groups may be reached quickly and on a larger scale with computer-assisted telephone interviews (CATI). The CATI studio used by IGV Marktforschung GmbH offers all the options necessary to conduct your surveys with pinpoint precision, taking all the requirements for your target group into account.

## **Mobile-Research / Online (CAWI):**

Mobile / Online surveys are a good choice when speed and a low price point are at a premium. They are also efficient, which is why they have become the go-to solutions for select applications.

## **Personal / Face to Face (CAPI):**

The personal survey is a proven method that has been used for many years. It can be conducted practically anywhere – on the sales floor, at a holiday resort, at a fair or during an event.

## **Terminal (CASI):**

Stand-alone terminals are set up on site for a limited period for these surveys. The terminals serve to quickly conduct numerous interviews with a minimum of personnel.

## **Written (PAPI):**

Questionnaires are also a classic variety of survey. Handed out or sent by mail, these forms are well-suited for obtaining feedback on products or marketing materials.

# QUALITATIVE MR

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## **Focused interviews:**

Focus discussions can be conducted with all your target groups. Specialized partners moderate the discussions for IGV Marktforschung GmbH. You will also have the opportunity to place your products and promotional material.

We will draft a detailed final report for you. However, you can also attend personally if you wish to follow the discussions via a one-way mirror or video link.

## **Expert interviews:**

To get to the bottom of complex issues quickly and cost-effectively, IGV experts with specialized skill sets guide participants through the conversation. The interviews are recorded for documentation purposes and then evaluated.

## **Problem-centered interviews:**

Problem-centered interviews focus on the personal – and often subconscious – wishes and needs of the interviewees. IGV Marktforschung GmbH conducts these interviews to gain deeper insight, for example, into the emotional aspects of brands and services. Specialized psychologists conduct, record and evaluate the interviews.

# PHARMA / HEALTHCARE MR

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IGV Marktforschung GmbH has long served the pharmaceuticals and healthcare industry, and it remains a focal point at our company. With good reason: our interdisciplinary team brings to the table considerable industry expertise and skills. This enables us to set up at short notice panels staffed with doctors and patients on your behalf.

**Physicians**

**Nurses**

**Carers**

**Pharmacist**

**Patients**

**Pharmaceutical representatives**

**Physicians Panels**

**Patients Panels**

**Hospitals**

**Self-help groups**

**Health insurance**

**Associations**

**Events**

**Exhibitions**

**Conventions**

**And much more**

**Ad Hoc Studies | After-Visit-Recall | Baseline Studies  
Handling Tests | Concept Tests | Customer Satisfaction Studies  
Message Recall | Employee Studies | Name Tests | Package Tests  
Pricing Studies | Pre- Post launch Studies | Product Tests  
Tracking Studies | Brand Equity | Image Studies**

# EVENT-MAFO

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Event MR is another specialty of IGV Marktforschung GmbH. Exhibitions, Congresses & Conventions, meetings and product presentations are where you connect with your target groups. While you are busy dealing with the particulars of the event, we put our expertise and specialized instruments to work to keep you informed. Prompt, detailed reports track developments at and the public response to the event.

**MOBILE RESEARCH**  
**CAWI / CAPI / CASI**



**Conventions | Congresses | Exhibitions**  
**Meetings | Workshops | Trainings | And much more**

# MR TOOLS

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If data are to be gathered electronically, we can provide live reporting to you on demand. Our experts will be happy to advise you as to which survey method suits your requirements best.

## **Online-Reporting:**

On demand, we can furnish a tool to you that presents detailed statistics and evaluations sourced from telephone, online, personal and terminal interviews. If you wish to monitor the survey's progress, you can also retrieve these data online.

## **Dashboarding:**

The dashboard is a suitable means of graphically rendering results in relation to time, place and developments as they unfold. We can program and customize it to your wishes and demands.

**Online-Reporting & Dashboarding**  
**Charts | Tables | Statistical analysis**







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