

Leading International Event for the Insights Industry

Opening Hours: **Wednesday 25 October 09:00am – 6:30pm + Happy Hour until 7:30pm**
Thursday 26 October 09:00am – 5:30pm

EVENT GUIDE

Programme P. 4 – 11



CX summit P. 10 – 11



Exhibitors P. 12 – 13



Floor Plan P. 14 – 15



Free Wifi

User: Civey

PW: succeet23

Premium Partners:

INTERROGARE



Caplena

produkt+markt
marketing research

ROGATOR
EXPERTS IN FEEDBACK & SOFTWARE

What can you find where?

Foyer

- rheingold salon Bistro
- Help Desk

Hall North

- exhibition stands
- Start-up Area
- Open Stage: free access for Short Presentations, without registration
- brainLight Wellness Lounge
- Work Space
- Info Point

1st upper floor

- session rooms (Panel Discussions, Live Presentations, Intensive Workshops)
- special in Forum 1.2 and Forum 1.3: simultaneous translation German-English

Cooperation Partners:

ADM B2B International BVM
 Civey concept m DGOF
 EMENDO ESOMAR eye square
 Greenbook ICEM INFO
 lönnaker & imdahl ONEGLOBAL psyma
 QUIRK'S THE RESEARCH CLUB talk
 Media Partner: marktforschung.de

Welcome to succet23

Dear visitors,

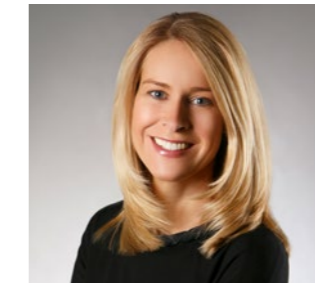
We are happy to welcome you at succet23 – this year for the first time in Wiesbaden. You can look forward to over 120 live presentations and workshops and over 125 exhibitors. We are particularly excited about the first-time presentation of the succet award. In addition, our CX summit and great networking events are awaiting you once again.

We wish you a successful event with inspiring content, new contacts and profitable discussions.

Let's succet together!



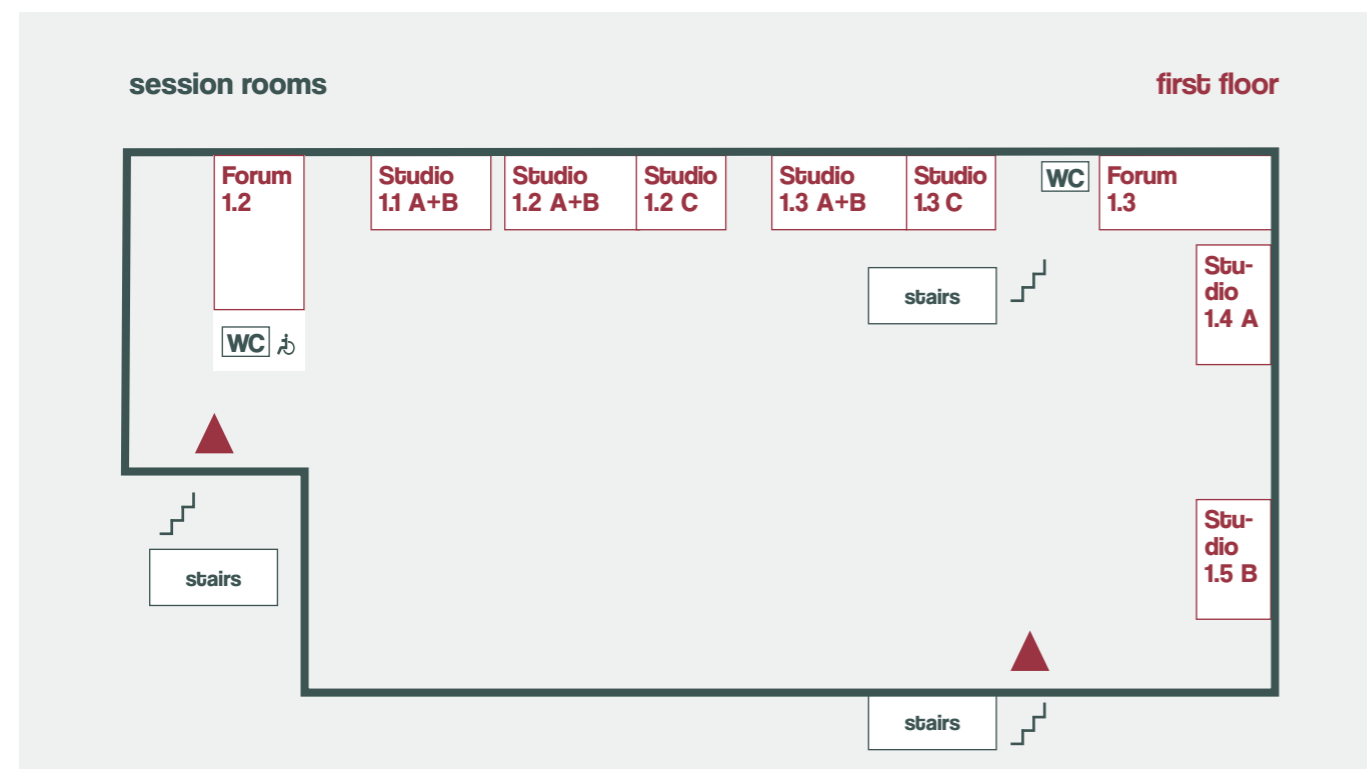
Heinrich Fischer
Managing Partner



Simone Waller-Klink
Managing Partner



Holger Geißler
Managing Director



How to participate in the sessions:

You are not registered:

There are usually enough free places, just turn up at least 5 minutes before the start.

You are registered:

Come on time, your reservation will expire 5 minutes before the start of the session.

You are on the waiting list:

Free places will be allocated 5 minutes before the start of the session.

visitor info



Further information on succet23 can be found online: detailed list of exhibitors and programme, large job market and much more

Action Spots & Highlights



Our exhibitors have prepared a wide range of activities prepared for you at their stands

Live Presentations: 30 minutes

session rooms on first floor

simultaneously translated German → English

in English language

Time	Forum 1.2	Forum 1.3	Studio 1.2 A+B	Studio 1.3 A+B	Studio 1.1 A+B	Studio 1.4 A	Studio 1.5 B
10:00 – 10:30	eye square TIME IS UP – contact quality beyond the simple viewing time.	Kantar Profiles Division Exploiting agile research techniques Sharing examples of how agile research could be used to gain you tactical advantage	FFIND GmbH Immersive CAWI: Enhancing respondents' experience through innovative AR	Special: CX summit Forsta – A Technology Company Multi-Channel Text Analytics – Der Performance Booster für Ihr CX-Programm	Special: CX summit Start-up Horizon Integrating real behavioural data into consumer insights - based on a case-study by Hansgrohe on new product development	Start-up innerSense Der, die, das – wieso, weshalb, warum? GenZ und ihr Selbst- und Geschlechterverständnis.	Special: CX summit Start-up Machine2Human Solutions KI im Kundenservice
10:45 – 11:15	Special: CX summit VICO Research & Consulting Integrating Artificial Intelligence and Social Data Analytics: The path to trends, innovations and increased customer satisfaction	StraightONE From mass to class: How behavioral psychology-based target group segmentation in combination with ChatGPT & Co. enables personalized marketing.	mindline Shifting Leadership – die Frauen-Karriere-Studie von emotion und mindline	Panel Discussion Special: CX summit Rogator Do's & Don'ts bei Konzeption und Aufbau von Kunden-Panels und Communities	Survalyzer Lernen Sie von den Besten und wie DPD mit chatGPT offene Antworten analysiert	SKOPOS Mensch vs. Maschine: Wie wir die künstliche Intelligenz (KI) für uns als Researcher:innen nutzbar machen.	Teststudios Deutschland Raum für Erkenntnisse: Vom Mehrwert authentischer analoger Forschung
11:30 – 12:00	Toluna / Harris Interactive / MetrixLab Talcid goes Acid Town – How Bayer maximized digital creative excellence alongside market research and made the brand relaunch a success	Special: CX summit PSYMA GROUP More than just „good“ or „dislike“ – gaining deeper insights from open mentions with AI and hybrid methods	management consult Dr. Eisele & Dr. Noll Return On Brand Research – Markenforschung, die sich auszahlt	INTERROGARE Qual + Quant = Impact ²	Special: CX summit Q Agentur für Forschung Im Wohnzimmer von Verbraucher:innen - Experience Days als gelebte Consumer Centricity	Bilendi & respondi Einfache Wege zu schweren Zielen – Nischen-Targeting-Lösungen für schwer erreichbare Zielgruppen	Forsta – A Technology Company Betrügern auf der Spur
12:15 – 12:45	Make Opinion Survey Engagement and Gen Z	Panel Discussion Special: CX summit succet How much market research goes into customer experience management? Panel discussion (until 01.00)	MediaAnalyzer TV-Werbung im Kopf – Visual Transfer für starke Audio-Kampagnen	Produkt + Markt Maximale Wirkung: Wie Ergebnisworkshops Storytelling in den Schatten stellen	Special: CX summit Start-up Caplena AI Feedback Analysis: Flixbus's Operational Edge	Séissmo - Markt und Forschung I confess. Qualitative Tiefeninterviews als sicherer Ort der „Beichte“	Special: CX summit Start-up aimpower Wie PepsiCo weltweit mit Künstlicher Intelligenz Effektivität und Share-of-Attention am Point-of-Sale maximiert
Lunch Break							
13:45 – 14:15	Special: CX summit SKOPOS NPS feedback measurement, integrated insights and their activation – how GLS manages customer centricity	Keynote succet Data and market research – it's a match! How a public media house works data-driven. Keynote Matthias Eckert, Hesse Broadcasting Company	eye square Digitales Wohlbefinden: Potenziale für die UX-Forschung.	E-Tabs The Automated Edge: How Our Clients Are Crafting Market Research Reports with Unmatched Speed, Accuracy, and Efficiency	MANUFACTS Research & Dialog Shades of Pink – Marketing-Segmentierung im Spannungsfeld eines neuen Frauenbilds	AMR Advanced Market Research Der Mix macht's – Einführung in maßgeschneiderte Datenerhebung per Mixed Mode	Special: CX summit Ascribe Unlocking the Power of AI in Verbatim Coding
14:30 – 15:00	INNOFACT Data quality with the INNOFACT Quality Check: When AI and good craftsmanship go hand in hand with online surveys	Special: CX summit quantilope Bosch: Placing Consumer Centricity at the Heart of Smart Home Innovations	SKIM Using AI for more creativity, better quality and higher efficiency – 4 case studies	Special: CX summit Talk Online Panel Das Potenzial von In-App Tracking: Die Wirksamkeit von Social Media Marketing messen	rheingold salon Demokratie & Medienakzeptanz	Behaviorally Sustainable Packaging – bereit für den Sustainable Mainstream?	Special: CX summit rc-research & consulting CX Modellieren und Monetarisieren
15:15 – 15:45	DataExpert Mastering the future challenges in dashboarding	GIM GOR Best Practice Award Winner 2023: Digital Media Types – more target group understanding with combined artificial intelligence	Special: CX summit SKOPOS Datengetriebene Insights: Wie die REWE Insights Cloud den Weg zu KI-basierten Erkenntnissen ebnet	Produkt + Markt Zielgruppe Pflegende: Der p+m care.monitor zeigt Potenziale über den Gesundheitssektor hinaus	Dynata Member Centricity at Dynata: A holistic approach to drive respondent engagement and results	Special: CX summit moveXM CX-Management zum Leben erwecken. Eine praxisorientierte Anleitung rund um Menschen, Prozesse und Technologie – Kooperation mit K.G.	Special: CX summit liCili Revolution KI-Textanalyse – Die Zukunft der Kundenorientierung am Beispiel Betzold, STABLO und Württembergische Versicherung
16:00 – 16:30	ESOMAR Panel discussion: the end client's perspective on AI	september Strategie & Forschung Generation Future – why methods matter	DWJ Insights Nasch-Momente: So vielfältig wie unser Alltag! Category Entry Points und mentale Verfügbarkeit von Marken im Segment Naschen	Q Agentur für Forschung I Want to Know What Data Is: KI im Mafo-Reality-Check	Start-up Amazing Retailing How to succeed on 3rd party eCommerce websites?	rc-research & consulting Marktdynamiken mit ‚Usage and Attitude‘ Forschung verstehen	Special: CX summit Civey Wechselwillige Kunden identifizieren – Datenbasierte Zielgruppenansprache bei Vodafone mit Civey
16:45 – 17:45	WiseRabbit, AMR & mindline energy The final of the succet-Award (Part 1) Regional Market Research – exclusively for corporate market researchers!						

Changes possible










Intensive Workshops: 45 minutes

session rooms on first floor

Time	Studio 1.2 C	Studio 1.3 C
10:00 – 10:45	ADM Arbeitskreis Dt. Markt- und Sozialforschungsinstitute Gemeinsam zu mehr Nachhaltigkeit in der Markt- und Sozialforschung: Vom ADM-Leitfaden bis zum Branchenkodex	
11:00 – 11:45	Start up aimpower AI-Roadmap-Workshop für MarktforscherInnen (und Marketer)	Special: CX summit Futurelab Herausforderung VoC für Marktforscher – wie man Erfolg sichert und ROI steigert
12:00 – 12:45	like to KNOW Was haben Sherlock Holmes und Speedy Gonzales mit erfolgreicher Innovationsforschung zu tun?	september Strategie & Forschung „Die Zukunft ist auch nicht mehr das, was sie mal war.“ Let’s face it. Marken können nicht mehr NICHT zur Zukunft kommunizieren.
Lunch Break		
14:30 – 15:15	StraightONE Praxisworkshop: Verhaltenspsychologische Kunden-segmentierung praktisch umgesetzt	Rogator Das eigene Online-Panel steht. Und jetzt? – Chancen, Herausforderungen und Erfahrungen aus der Praxis
15:30 – 16:15	Séissmo – Markt und Forschung Welche Reife erfordert die erfolgreiche Durchführung von qualitativ-explorativer Mafo & Semiotik im Unternehmen? Ein Praxis-Workshop	Masterclass succcet Beautiful Insights! Ihre Insights sind wertvoll. Zeigen Sie das mit attraktivem Design. Workshop Stefanie Fröhner, EnCon Coaching & Consulting

Short Presentations: 15 minutes

Open Stage on ground floor in Hall North

Time	Open Stage	Time	Open Stage
10:25 – 10:40	Start-up Itention  How to pre-test and optimize any creative in seconds with our AI-based analytics platform	14:20 – 14:35	Produkt + Markt CATI neu entdeckt: Nutzen Sie das volle Potential in Ihren Projekten
10:50 – 11:05	Start-up RealEye  How to run a webcam eye-tracking study with 100+ panelists?	14:45 – 15:00	horizoom Qualität im Connected Data Zeitalter mit horizoom: ein Überblick über die Megatrends im Panelgeschäft
11:15 – 11:30	Start-up Expertly AI  Tbd.	15:10 – 15:25	MediaAnalyzer Vom TV-Spot zum Bewegtbild-Spot: Herausforderungen für die Wirkungsforschung
11:40 – 11:55	Start-up ReDem Trauen Sie noch Ihren Daten? Wie Sie Ihre Umfragen vor intelligentem Incentive-Betrug schützen.	15:35 – 15:50	Make Opinion  From Clicks to Conversions: Figma Prototype Insights, Heatmaps and A/B Testing Strategies
12:05 – 12:20	Start-up Lifepanel  Online Probability Panels	16:00 – 16:15	Start-up Murmuras  Mobile Big Data - How to understand target groups & competitors by measured app content in everyday life
12:30 – 12:45	Start-up Main Frame  Main Frame – Online Panels and Services	16:25 – 16:40	Start-up B2B Research Sarl  AI based service b2bsearch.co on the search of hard-to-find respondents. Powered by Chat GPT and LLama LLMs
12:55 – 13:10	Start-up WiseRabbit  Can we overcome Omnibus Directive challenges? Behavioral economics boosting promo effectiveness. CASE STUDY		
Lunch Break			

Changes possible

Networking at its best

Enjoy the great networking events to round off the first day of the trade show.

The **succcet23 Happy Hour** will take place in the exhibition hall from 6:30. Various exhibitors will offer food and drinks at their stands.

We cordially invite you to take a tour of the exhibition hall with discussions in a relaxed informal atmosphere.

Afterwards you have the choice between the traditional **networking party of The Research Club** in „Das Wohnzimmer“ or an evening in a cultivated relaxed atmosphere at **BENNER’s Bistronomie**. Pre-registration is required for both events.



Give us feedback

Give us feedback during your visit to the event! Your feedback with Bilendi Discuss – the real-time feedback solution during succcet23. Post your first impressions, the best moments at the event, the most beautiful stand and rate individual sessions. Here you can reach us and we will reach you directly via WhatsApp



Live Presentations: 30 minutes

session rooms on first floor

S simultaneously translated German → English

in English language

Time	Forum 1.2	Forum 1.3	Studio 1.2 A+B	Studio 1.3 A+B	Studio 1.1 A+B	Studio 1.4 A	Studio 1.5 B
10:00 – 10:30	INNOFACT S Brand impact makes the difference! Why more than just measurement values are needed in advertising research.	Beyond Reason Sex sells, neuro sells better.	MediaAnalyzer Wirkt Promi-Werbung wirklich? Insights zur Messung von Testimonial-Kampagnen mit EmotionTracking und der KI chatGPT4	Start-up Caplena MusterFirmaChatGPT: wie KI auf Unternehmen angepasst werden kann	GlobalNR Glocalities International BV: Effective use of Inclusivity! Pitfalls and Tips for Impactful Brand Communication in FMCG	Special: CX summit moveXM Customer Experience Management, Digitalisierung & MaFo am Erfolgsmodell des Textil-Service-Riesen Mewa.	Norstat Research with B2B target groups – data & tips from a fieldservice provider
10:45 – 11:15	eye square S Revolutionizing Online Shopping: Unleash the Power of Ecommerce Insights and In Context Tests!	PureSpectrum S Is generative AI making it more difficult to detect fraudulent / bad data quality? – Challenges for Data Quality and practical solutions for online surveys	Toluna / Harris Interactive / MetrixLab Consumer Pulse Barometer	INTERROGARE Markenwachstum durch Mentale Verfügbarkeit und gezielte Category Entry Points	Panel Discussion Special: CX summit Rogator Customer Centricity in der Praxis: Wie der transaktionale NPS® plus von Rogator Unternehmensprozesse unterstützt.	Special: CX summit mindline Patienten-Safari: wie man durch eine multi- methodische Langzeitstudie spannende Insights generieren kann.	IFAK Institut Communities als Co-Creation Thinktank: Smarte Trend-Forschung von morgen
11:30 – 12:00	Panel Discussion succcet What the future holds for market research – panel discussion (until 12:15)	KERNWERT S Dive in more easily – Identifying relevant insights faster with AI	GIM Zukunftsmut – Drei Hoffnungen in belastenden Zeiten	SKIM Marktforschung und Inflation: Wann ist Conjoint die richtige Wahl und wie nutzen wir dessen Stärken?	Forsta – A Technology Company Marktforschung in voller Lautstärke: Befragung von Rock-Festivalbesuchern	Special: CX summit Start-up horizoom Evaluation eines Customer Life Time Quality Scores für Teilnehmer des horizoom Access Panels unter Einbezug des ReDem® R-Scores	Bilendi & respondi Give them more SPICE: Wie kleine Marken stärker werden.
Lunch Break							
13:00 – 13:30	DVJ Insights S How do online video-based ads perform in reaching millennials and Gen-Z?	Appinio S Next Level Brand Health: Mental Availability	Brandwatch Large Language Models, Statistical Models and How AI is Revolutionising Social Listening	Special: CX summit SKOPOS Am Anfang war ... der PROZESS!!! Ein Blick auf die Customer Experience aus der (Kundinnen-) Prozessebene.	Sawtooth Software Tricks and Tips of Key Drivers Analysis	Survalyzer Lernen Sie von den Besten und wie DPD mit chatGPT offene Antworten analysiert	Qlixta Dashboards weiter gedacht
13:45 – 14:15	Kantar Profiles Division Getting real about User Data Quality	concept m research + consulting S In-depth psychology as a foundation for modern marketing	Special: CX summit B2B International „What moves B2B decision makers?“ – Results of the world's largest study on decision-making processes in the B2B sector	Special: CX summit Futurelab Marktforschung und Customer Insights: Silos durchbrechen?	Special: CX summit QuestionPro The Power of Integration: Wie die Verbindung von Marktforschung und Customer Experience Unternehmen vorantreibt	Bilendi & respondi Effiziente Marktforschung: Zeitersparnis durch KI in Bilendi Discuss – Eine Fallstudie mit der Driven By GmbH, eine 100 % Tochter der Allianz	Start-up JBC Sportresearch Immer schön sportlich bleiben! Mit Sneakern, Homefitness und Drive to Survive.
14:30 – 15:00			Freshworks Turning AI hype into reality. How generative AI drives real impact in customer service	Keynote succcet Mediaforschung ohne Menschen? Neue Wege von synthetischen Datensätzen bis zu digitalen Zwillingen. Dirk Engel	ESOMAR Who contracts insights, and what do they really want? Lessons to capitalise on the insights industry.	GIM Insights kuratieren statt Daten sammeln: Wie Marktforschung von begleitender Beratung profitiert	Greenbook What Insights Marketers Can Learn From the GRIT Report
15:15 – 16:15	moweb research, SKOPOS & Statista Q S The final of the succcet-Award (Part 2) - Generation Z – exclusively for corporate market researchers!	Panel Discussion succcet S Is joining the Insights Industry still attractive?					

Changes possible



Contact the organizer of the succcet events
succcet GmbH
Im Baumstückle 45, 71334 Waiblingen, Germany

+49 7151 90 383 90
info(at)succcet.de
www.succcet.de

Save the date

succcet24
6 – 7 November, 2024
See you again in Wiesbaden!


Intensive Workshops: 45 minutes

session rooms on first floor

Time	Studio 1.2 C
10:00 – 10:45	Produkt + Markt Mensch und KI Hand in Hand: Die perfekte Symbiose für die Qualitative Marktforschung
11:00 – 11:45	SKOPOS UX Research im MetaVerse: Learnings aus dem Beta Trial der Deutschen Telekom.
Lunch Break	
13:00 – 13:45	Special: CX summit Masterclass Wo finden sich Personas eigentlich in der Kundendatenbank? Jan-Carsten Jüchtern, Artilytix
14:00 – 14:45	Masterclass succeet GPT-4 und Alternativen in der Praxis: Qualität, Implementierung, Kosten und Datenschutz. Paul Simmering, Q I Agentur für Forschung

Short Presentations: 15 minutes

Open Stage on ground floor in Hall North

Time	Open Stage	Time	Open Stage
10:25 – 10:40	Special: CX summit paulusresult Auf der Suche nach einem CX-Tool? Mit der richtigen Vorgehensweise 60% sparen ohne Qualitätseinbußen	13:30 – 13:45	TAWNY Vision AI in der Marktforschung – die TAWNY Emotion AI Technologie in Aktion
10:50 – 11:05	Start-up LReply Marketing Erfolg durch Differenzierung - in jeder Hinsicht.	13:55 – 14:10	Interviewly  Revolutionizing Qualitative Research with AI
11:15 – 11:30	INNOFACT Hochflexibel, voll integriert und super schnell: Dashboards kundenindividuell einrichten	14:30 – 15:00	BAUR Versand, Kaiser X Labs & liCili Live Podcast #CXEinfachMachen: Kundenzentrierung in der Versandhandels- & E-Commerce-Branche
11:40 – 11:55	DataDiggers  Entschlüsselung des Verbraucherverhaltens in der Midlife-Crisis	16:30 – 17:00	succeet „Insights überzeugend präsentieren – Wie geht das?“ Expertentalk: Stefanie Fröhner im Gespräch mit Prof. Horst Müller-Peters
12:05 – 12:20	Start-up Afrisight  Tbd.		

Lunch Break

Changes possible



The sessions of the CX summit are marked in the programme on pages 4 – 11 for you. Visit the exhibition stands with a CX offer.

In our list of exhibitors you can filter out all the stands with a special CX offer:

- Select under „**Top skills**“ for the label CX/Customer Experience: You will find about 20 exhibitors.
- Under „**Topics**“, select according to the label CX/Customer Experience: You will find about 65 exhibitors

Dr. Peter Pirner is a renowned thought leader in customer experience and the technical coordinator of the CX summit. He was significantly involved in the concept development and moderates the panel discussion and selected exhibitor sessions.

” For the third time already at succeet, there will be a special programme on the topic of Customer Experience Management.

For this year’s CX summit, we have selected around 30 presentations that cover the entire spectrum of application areas at the interface between insights, technology and management.

This broad range of topics that will be covered during the CX summit already shows the diversity and depth of the discussions that can take place at the show. From the integration of AI in state-of-the-art text analytics, the selection of KPIs to modelling ROI, and how to build customer panels and commu-

nities or how to choose the right technology for CX management programmes – this event offers a valuable platform for all those interested in sharing best practices and exploring new approaches.

It is therefore with great pride to the current programme that I invite you to actively participate in the discussions and presentations to expand your knowledge and gain valuable insights. Take advantage of the opportunity for personal exchange with experts on site to find out how you can use CX management even more effectively in your company.

Dr. Peter Pirner



Free Wifi
User: Civey
PW: succeet23

List of Exhibitors

Exhibitor	Stand	Website
ADM	213	www.adm-ev.de
Afrisight	Start-up Area	www.afrisight-research.com
aimpower	422	www.aimpower.ai
AMR Advanced Market Research	100	www.amr-research.com
Appinio	327	www.appinio.com/de
Ascribe	317	www.goascribe.com
B2B International	CP	www.b2binternational.com
B2B Research	Start-up Area	www.b2bsearch.co
Behaviorally	407-1	www.behaviorally.com
Beyond Reason	319	www.beyondreason.eu
Bilendi & respondi	200	www.bilendi.com
BOMI	329	www.bomimr.com
Brandwatch	305	www.brandwatch.com/de
BVM	419-1	www.bvm.org
Caplena	301	www.caplena.com
Cido Research	223	www.cidoresearch.com
CINT	207	www.cint.com
Civey	CP	www.civey.com
Clear Seas	507	www.clearseasresearch.com
concept m research + consulting	CP	www.conceptm.eu
crunch.io	313-2	www.crunch.io
cxomni	418-2	www.cxomni.net
DataDiggers	109	www.datadiggers-mr.com
DataExpert	102	www.dataexpert.hu
Deutsche Gesellschaft für Online-Forschung DGOF	CP	www.dgof.de
Divergent Insights	209-2	www.divergentinsights.com
DR. HASPEL & PARTNER TEST-STUDIO	220	www.haspel-partner.de
DWJ Insights	400	www.dwj-insights.com
Dynata	306	www.dynata.com
Emazing Retailing	Start-up Area	www.emazingretailing.com
ESOMAR	313-1	www.esomar.org
E-Tabs	501	www.e-tabs.com
Expertly AI	Start-up Area	www.expertly-ai.network
eye square	300	www.eye-square.com
FFIND GmbH	402	www.ffind.com

Exhibitor	Stand	Website
Fieldwork Inc	105	www.fieldwork.com
foerster & thelen Teststudio	220	www.ftstudio.de
foerster & thelen Marktforschung Feldservice	220	www.ftmafo.de
Forsta - A Technology Company	307	www.forsta.com/de
FRC (Hongkong)	423	www.frchongkong.com
Freshworks	417	www.freshworks.com/de
Futurelab	418-1	www.futurelab-deutschland.de
GDCC	320	www.gdcc.com
GIM	309	www.g-i-m.com
Global Market Research	406-2	www.agmr.com
GlobalNR	111	www.globalnr.com
GMO Research	311	https://gmo-research.com
Greenbook	405-2	www.greenbook.org
Harris Interactive	204	www.harris-interactive.de
Horizon	Start-up Area	www.gethorizon.net
horizoom	210	www.horizoom.de
IFAK Institut	326	www.ifak.com
i-CEM	CP	www.i-cem.de
INFO GmbH	CP	www.infogmbh.de
Ingress GmbH	110	www.ingress.de
innerSense	Start-up Area	www.innersense-research.com
INNOFACT	203	www.innofact-marktforschung.de
INTERROGARE	201	www.interrogare.de
Interviewly	Start-up Area	www.interviewly.ai
INTRA RESEARCH	104	www.intraresearch.com
Ibtention	Start-up Area	www.ibtention.com
JBC Sportresearch	Start-up Area	www.sportresearch.de
JTN	503	www.jtnresearch.com
Kantar Profiles Division	206	www.kantar.com
KERNWERT	502	www.kernwert.com
Krämer Marktforschung	223	www.kraemer-germany.com
liCili	318	www.licili.de
Lifepanel	Start-up Area	www.sales.rocks

Exhibitor	Stand	Website
like to KNOW	421	www.liketoknow.de
LReply	Start-Up Area	www.lreply.com/de
Machine2Human Solutions	Start-up Area	www.m2h.ai
Main Frame	Start-up Area	www.mainframemr.com
Make Opinion	500	www.makeopinion.com
management consult Dr. Elsele & Dr. Noll	312	www.management-consult.de
MANUFACTS Research & Dialog	225	www.manufacts.de
Marketing Systems Group/ARCS	106	www.m-s-g.com/Pages/arcs
marktforschung.de	413	www.marktforschung.de
MediaAnalyzer	324	www.mediaanalyzer.com
MetrixLab	204	www.metrixlab.com
mindline	304	www.mindline.de
MIS Group	113	https://en.misgroup.io
moveXM	405-1	www.movexm.com
moweb research	100	www.mowebresearch.com
Murmuras	Start-up Area	www.murmuras.com/de
Netquest	208-2	www.netquest.com
NORDIC VIEWPOINT	101	www.nordic-viewpoint.com
Norstat	303	www.norstat.de
One Global Ltd	407-2	www.one-global.com
Opinions	221	www.opinionsltd.com
paulusresult	418-2	www.paulusresult.de
PAYBACK	202	www.payback.net
Produkt + Markt	321	www.produktundmarkt.de
PSYMA GROUP	205	www.psyma.com
PureSpectrum	302	www.purespectrum.com
Q Agentur für Forschung	308	www.teamq.de
Q One Tech	330-2	www.qone-tech.com
Qlixta	102	www.qlixta.com
quantilope	403	www.quantilope.com
QuestionPro	325	www.questionpro.de
Quirk's Media	315	www.thequirkseven.com
quotapoint	323	www.quotapoint.de
Rakuten Insight	401	https://insight.rakuten.com
Random Dynamic Resources	506	www.random-dynamicsources.com

Exhibitor	Stand	Website
Rare Patient Voice	330-1	www.rarepatientvoice.com
rc-research & consulting	312	www.r-c-online.com
RealEye	Start-up Area	www.realeye.io
ReDem	Start-up Area	www.redem.io
rheingold salon	CP	www.rheingold-salon.de
Robas Research	112	www.ro-bas.com
Rogator	226	www.rogator.de
RONIN Research	218	www.ronin.com
Rosenthal Research	220	www.rosenthal-research.com
Sample Answers	211	www.sampleanswers.com
SampleNinja	103	www.sampelninja.io
Sawtooth Software	216	www.sawtoothsoftware.com
Séissmo - Markt und Forschung	215	www.seissmo.com/de
september Strategie & Forschung	217	www.september-online.de
SIS International Research	107	www.sisinternational.com
SKIM	209	www.skimgroup.com
SKOPOS	406-1	www.skopos.de
Statista	214	https://de.statista.com
StraightONE	208-1	www.straight.one
Stratega	408-2	https://strategaresearch.com/
succeet	413	www.succeet.de
Survalyzer	316	www.survalyzer.com/de
Symmetric Sampling	322	www.symmetricssampling.com
Talk Online Panel	224	www.talk-group.com
TAWNY	Start-up Area	www.tawny.ai
Teststudios Deutschland	404	www.teststudios-deutschland.de
THG Fluently / Language Connect	505	www.thgfluently.com
Toluna	204	www.toluna.com
verbilogic	108	www.verbilogic.com
VICO Research & Consulting	310	www.vico-research.com
WEBFRAGER	220	www.webfrager.de
WiseRabbit	Start-up Area	www.wiserabbit.co

CP = Cooperation Partner

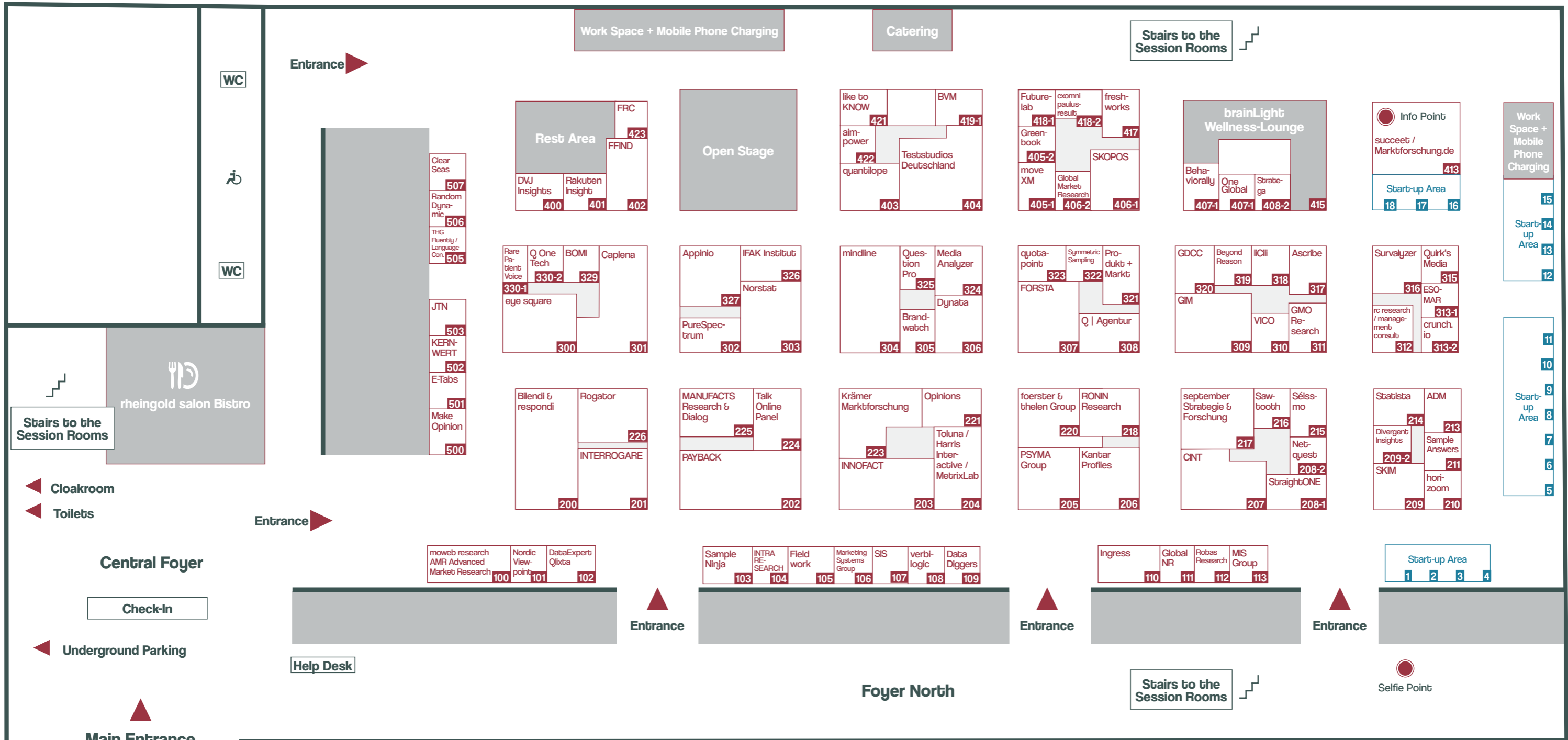
Changes possible

Floor Plan Hall North

ground floor

Floor Plan Hall North

- Start-up Area**
- 1 Expertly AI
 - 2 Murmuras
 - 3 Life Panel/Sales Rocks
 - 4 Emazing Retailing
 - 5 Main Frame
 - 6 RealEye
 - 7 innerSense
 - 8 WiseRabbit
 - 9 Ittention
 - 10 ReDem
 - 11 Machine2Human Solutions
 - 12 Horizon
 - 13 b2bresearch.com
 - 14 Lreply
 - 15 Afrisight
 - 16 JBC Sportresearch
 - 17 TAWNY
 - 18 Interviewly





Your data
can't tell you
why, but we
can.