



## NORDLIGHT research GmbH

www.nordlight-research.com

Our agency offers research consulting and individualized research concepts, convenient and reliable project implementation, as well as analytics with fact-based recommendations. We combine quantitative and qualitative research methods to discover the opinions, preferences and intentions of your customers in a scientifically sound manner. You can base your success-critical decisions on our market research.

# MARKET RESEARCH FOR PIONEERS.



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### Industries

- Finance & insurance
- Energy & Telecommunications
- Transport & mobility
- B2B (industrial goods, medical technology, SoHos)
- Household & home technology
- Retail

Since 2007, we have been conducting research for well-known companies relating to product development, marketing communication or customer and employee experience. We cover the entire spectrum of market research: From analysis of your requirements and designing studies to data collection, evaluation and presentations with recommendations. We also create interactive reports with Power BI or other web-based solutions.

When designing studies, we rely on scientifically sound methods that identify drivers, barriers and service requirements or simulate product characteristics and markets. These include, for example various conjoint analyses, MaxDiff procedures, TURF analyses and implicit test procedures (association/image measurement, eye-tracking, measurement of emotional reactions). Our in-house studies on selected topics and industries complement your customised commissioned studies and can be conveniently obtained via our webshop.

### Research Fields

- Product
- Concept & innovation
- Customer Experience (CX)
- Brand & image
- Advertising
- Target groups
- Conjoint, MaxDiff, TURF & implicit measurements

### Contact

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