

Trade Show for Research, Data & Insights

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Service and industry focus areas of the exhibitors at Research & Results 2019

1. Service focus areas

Data collection	(Multiple) Responses	in %
Questionnaire programming	101	54.0
Mobile research	100	53.5
CAWI	90	48.1
Online panels	86	46.0
CATI	79	42.2
CAPI	77	41.2
Communities	73	39.0
Sampling	67	35.8
Eye tracking	50	26.7
Social media	41	21.9
APPLications	37	19.8
Emotion tracking	36	19.3
Video recordings	36	19.3
VR headsets	24	12.8
Analysis		
Data analytics	94	50.3
Coding	63	33.7
Monitoring	54	28.9
Big data	49	26.2
Text analyses	47	25.1
Scripting	45	24.1
Predictive analytics	44	23.5
Web analyses	34	18.2
Data systems	32	17.1
Reporting		
Dashboards	104	55.6
Tabulation	91	48.7
Charting	66	35.3
Heatmaps	65	34.8
Storytelling	59	31.6
Integrative methods		
Customer satisfaction	99	52.9
Customer experience	96	51.3
B2B research	94	50.3
Qualitative research	89	47.6
Agile market research	66	35.3
Trend research	66	35.3
Automation	65	34.8
Business intelligence	61	32.6
POS research	58	31.0
Statistical methods	57	30.5
Market intelligence	55	29.4
Multivariate analyses	54	28.9
Do-it-yourself	49	26.2
Artificial intelligence	39	20.9
Sensors	34	18.2
Geo-targeting	31	16.6
Marketplaces	28	15.0
Neuromarketing	28	15.0

2. Industry focus areas

	(Multiple) Responses	in %
Finance	121	64.7
Technology	119	63.6
FMCG	118	63.1
Communication	117	62.6
Automotive	116	62.0
Media	115	61.5
Health	112	59.9
Energy	102	54.5
Tourism	102	54.5
Trade	101	54.0
Society/Politics	76	40.6

3. Type of company

	(Multiple) Responses	in %
Market research institute (full service)	89	47.6
Field organisation	62	33.2
Viewing Facilities	35	18.7
Online panel provider	52	27.8
IT services provider	44	23.5
Association	6	3.2
Media	6	3.2
Other (none of the listed categories)	9	4.8

Source: ProFairs 2019, 187 exhibitors at Research & Results 2019