

Company presentation:



U-Turn Research GmbH



the art  
of catching  
respondents



professional  
recruitment of  
challenging target groups



**U-Turn Research** was founded in October 2016 out of an experienced team that has been building up confidence for years.

We stand for quality in the qualitative and quantitative fieldwork and additionally, we are very pleased to advise you competently in your choice of concept, methods and target groups.

**U-Turn Research** offers you absolute transparency of the processes, from the beginning to the end of your project. Without your demand, you receive a proactive feedback from the project management in a frequency defined by yourself. A personal project leader or his representation is at your disposal as a direct contact person.

We do not want and we cannot everything – but we collaborate with partners, in order to offer you the optimal experts for your requirements and we unite the appropriate heads for your project. Whether on the national or on the international market: you only need us as a (single) contact person.

We are aware of the price pressure on the market and we offer you efficient and valid solutions for a reasonable price.



## Qualitative market research:

The supervision of your project lies from the recruitment to the complete conception, realisation, analysis and presentation in one hand.

Gerne übernehmen wir die klassische Feldarbeit und finden für Sie die passenden Testpersonen.

Do not hesitate to ask difficult target groups - We are happy about challenges.

We are also pleased to assume the classical fieldwork and to find for you the fitting testing persons. With the help of our network of qualified partners, a huge number of countries, cities, studios and moderators are at your disposal.

We search for you the best location. Focus groups, IDIs, TDIs, workshops, GDs online, driving tests und car clinics are part of our portfolio.

We work with classic and innovative recruitment methods. In particular, social media is increasingly becoming a powerful tool. Of course, always in close consultation with the customer, from the ad design to the wording of the publications. **B2C and B2B**





## Quantitative market research :

### CATI:

The **U-Turn Research CATI studio** in Cologne offers 24 CATI stations. Partnerships with institutes in Europe, Asia and Eastern Europe cover the rest of the international field.

We focus on B2B or demanding B2C target groups in CATI studies. Traditional population representative studies are not our business.

We offer you the programming, the data delivery in SPSS, Excel, ASCII and the tabulation.

You are cordially invited to carry out personally the briefing of the interviewer and the monitoring at our place in Cologne. Of course, we are also pleased to do this for you.

Whether for **B2B** or **B2C** studies – we are looking forward to your requests.





## **Quantitative market research:**

### **Mystery, POS & CAPI:**

With our own Mystery & Interviewer field in Germany and the international F2F fields through our partner institutes, we offer both B2B and B2C studies.

Whether mystery shopping, product testing or CAPI - we are always your central contact partner and handle the international field work for you.

We do not offer classical population representative studies or "random roots". Our POS interviewer network that has grown over the last years is available for almost all kind of study design. We know the high standards of point-of-sale studies as well as trade fair surveys and know how to meet them.

### **Online:**

**U-Turn Research** does not hold an own online panel, but of course we also collaborate in this field with experienced partner institutes.

We recruit for you special panel which can not be answered ad hoc online – target groups which can not be found in any existing panel. Among these groups, we can find purchasing decision-makers, craftsmen, patients. Doctors, KOLs etc.

**We offer online surveys, generated with sampling on social media platforms.**





## CAWI by sampling over social media advertisings.



Depending on the target group, we create appealing social media adverts to direct interested participants either directly to a CAWI questionnaire or to enter their data in a mask programmed by us in order to be contacted later by telephone for a qualitative study. Depending on the target group, B2C or B2B, we select the appropriate platform. We can usually determine in great detail to which persons these advertisements are then played. The better we set the targeting, the more successful the ad runs. This gives us access to the world's largest database of potential participants in our studies. An important aspect here is the fresh sample of participants who have never taken part in a market research study before.



## **Mystery Shopping, Mystery Testing:**



Since the beginning of 2018, we have expanded our mystery shopping department and maintain a nationwide mystery field of currently about 600 active mystery shoppers.

We handle various tracking studies for insurance companies, banks, wholesalers and retailers but are also your partner for Mystery in the B2B area.

Fleet managers, purchasing and financial decision makers get recruited and trained for your mystery studies.

**By phone, online and F2F**



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## **B2B:**

We contact and we survey for you all the B2B target groups with the methods as described before.

We recruit freely or we work with the addresses and client lists which were previously purchased by us or by you. B2B interviewer with a specific training for the different fields guarantee a professional treatment also with testing persons who are difficult to convince.

Automotive, influencers, industry, healthcare, pharma, gastronomy, craftsmen, real estate, insurances, banks, advisors etc. are the groups where we can show our experience values.

## **B2C:**

Private consumer surveys in all the field of the daily life, going from the margarine to the luxury vehicle, politics, travel preferences, furniture design, techniques, website usability, cosmetics, parents and kids, etc.





Of course, every request is unique and must be calculated accordingly. But certainly, there are guideline values that you can count on as our customer.

However, only the project-related, written offer is valid.

In the following slides I have outlined some prices for different target groups, survey lengths and methods.

For inquiries, please contact:

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## Recruitment for qual. projects:

Project management: minimum 300 EUR – 2.000 EUR  
*(depending on effort, number of cases and field time)*

Social Media Ad (Design & Text) 500 EUR (per country)

### B2C:

Recruitment (high Incidence) 50€ - 60€  
Recruitment (medium Incidence) 60€ - 80€  
Recruitment (low Incidence) 80€ - 120 €  
Recruitment (very low Incidence) 120€ - 350€

Incentive B2C: 1h: 30€ - 50€, 1,5h: 50€ - 80, 2h: 80€ - 120€

### B2B:

Recruitment (high Incidence) 80€ - 120€  
Recruitment (medium Incidence) 120€ - 150€  
Recruitment (low Incidence) 150€ - 200€  
Recruitment (very low Incidence) 200€ - 500€

Incentive B2B: 1h: 75€ - 100€, 1,5h: 100€ - 150, 2h: 150€ - 200€

Influencer Recruitment: 250€ - 500€





## Online studies via social media channels:

Project management:	minimum 300 EUR – 2.000 EUR <i>(depending on effort, number of cases and field time)</i>
Social Media Ad (Design & Text)	500 EUR (per country)
B2C:	
Recruitment (high Incidence)	5€ - 10€
Recruitment (medium Incidence)	10€ - 15€
Recruitment (low Incidence)	20€ - 35 €
Recruitment (very low Incidence)	35€ - 55€
Incentive B2C:	5 Min: 0€, 10 Min: 5€, 15 Min: 10€, 20 Min: 15€
CATI B2C:	18€ per h / pricing depending on assumed strike rate
CATI B2B:	27€ per h / pricing depending on assumed strike rate + incentives



## **IDI Remote:**

60 min IDI Remote: Handling (15 min pre- check in, & 15 min Handling (Up- & Downloads, Recordings, etc.): **75 EUR per IDI**

90 min IDI Remote: Handling (15 min pre- check in, & 15 min Handling (Up- & Downloads, Recordings, etc.): **95 EUR per IDI**

## **Online FGs:**

90 min FG Remote: Handling (15 min pre- check in, & 15 min Handling (Up- & Downloads, Recordings, etc.): **200 EUR per FG**

120 min FG Remote: Handling (15 min pre- check in, & 15 min Handling (Up- & Downloads, Recordings, etc.): **275 EUR per FG**

Sim-Trans Channel per Interview or FG: **75 EUR**