

Going into depth

# Providing insights below the surface

PANELBOOK 2021



**GAPFISH**  
KNOWING WHAT REALLY MATTERS



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## About GapFish

GapFish - solution provider for digital market research and the largest ISO-certified online access panel in the German-speaking world



GapFish is an ISO 20252 certified online access panel provider with more than 40 employees and over 300 customers. Founded in Berlin in 2012, GapFish has more than 500,000 panelists with deep profiling in Germany, Austria and Switzerland. Cooperations with, among others, Mediengruppe RTL Deutschland, Spiegel Group, REWE Group, Gemius, RMS, or the Austrian Gallup Institute in combination with the latest technologies such as Pixel tracking, GPS tracking, or Behavioral metering also enable GapFish to map special target groups and implement sophisticated study designs in the context of market, social, and advertising impact research - online or mobile.

GapFish is a member of the ADM, BVM, ESOMAR and DGOF associations and is committed to their rules of conduct.

**GAPFISH**  
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**ADM.**



**ESOMAR**<sup>'21</sup>  
corporate





## Our Services

From data collection to data preparation state-of-the-art and from a single source



Recruitment of study participants  
(also sample only)



Mobile Research: Instant Feedback Apps  
and Location-based research



Scripting of surveys



Behavioral metering



Data processing: coding, tabulation,  
charting and dashboards



Setup and management of customer  
panels



Modern advertising research:  
Cookie and Programmatic Insights

## Panel and Panel Quality

Sophisticated methods  
and careful selection of  
participants



### Recruitment

To ensure a representative socio-demographic distribution of the panel, GapFish relies on active panel maintenance and broad recruitment channels, including: Affiliate partnerships, e-mail campaigns, social media campaigns, search engine marketing, tell-a-friend and numerous well-known media partners such as Mediengruppe RTL Deutschland and RMS. The minimum age of participants is 14 years.



### Panel quality

The GapFish panel and its partner panels are pure market research panels. Membership is voluntary and follows a double opt-in registration process. Participant support is available to participants at all times. To ensure the highest possible quality of the samples, GapFish performs a number of verification methods, some of which are complex, including:

- Automated verification algorithms
- Manual screening of participants
- Permanent duplicate check and validation of the panel members' identity
- Double opt-in procedure
- Individual risk score
- Balanced invitation frequency
- In-house developed platform using Rails/Mongo
- **The panel is used exclusively for market and opinion research surveys.**



### On site

With its location in Berlin, GapFish GmbH has everything under one roof. Short coordination paths and fast reaction times are thus guaranteed. This makes the flexibility of our teams and the quick response to your needs possible.

### GDPR compliant

GapFish complies with the strict requirements for data protection according to the General Data Protection Regulation (GDPR) and also assumes this in the selection of its customers, partners and service providers.

Largest ISO-certified online access panel in the German-speaking world

			
Sampleable Users	470,711	64,983	58,349
Active User 30	118,000	14,500	9,400
Completes	51,292	9,739	3,648
Onl. rep. Completes	32,236	6,004	1,735







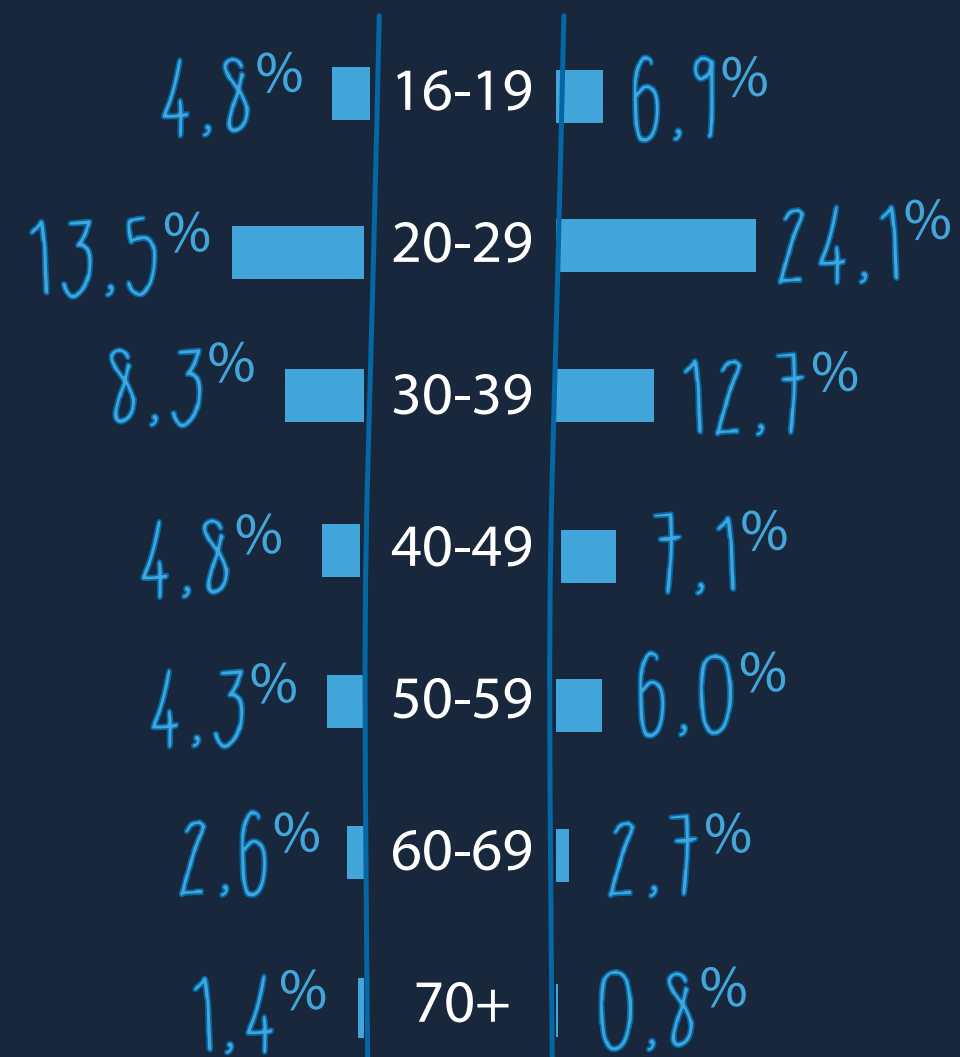
# Germany

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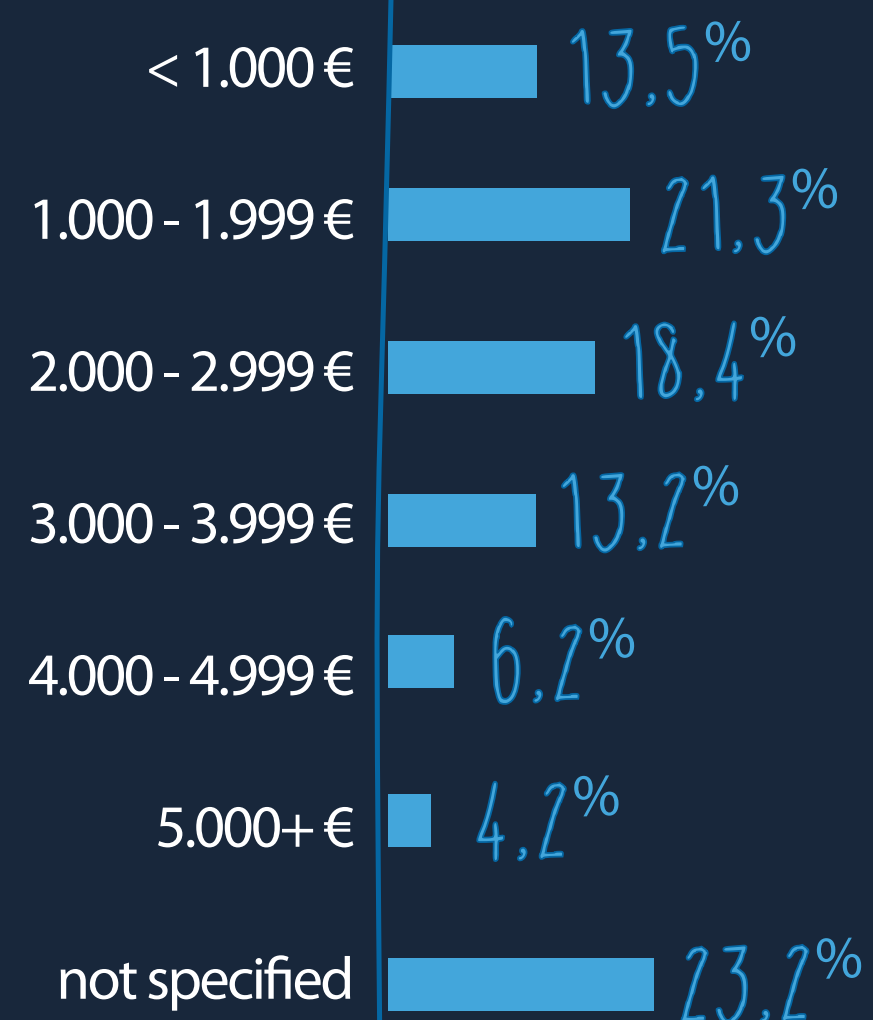




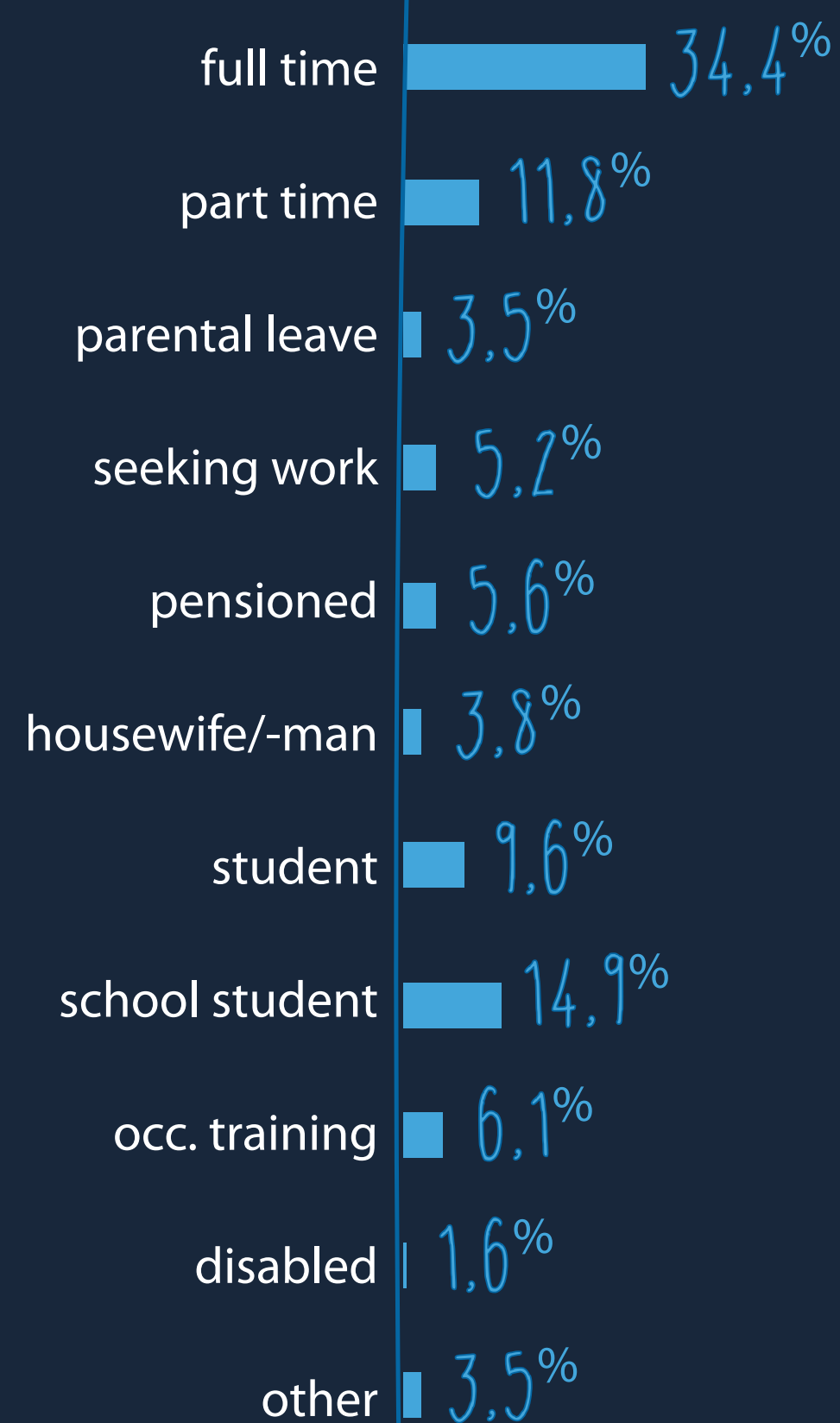
♂ Age ♀



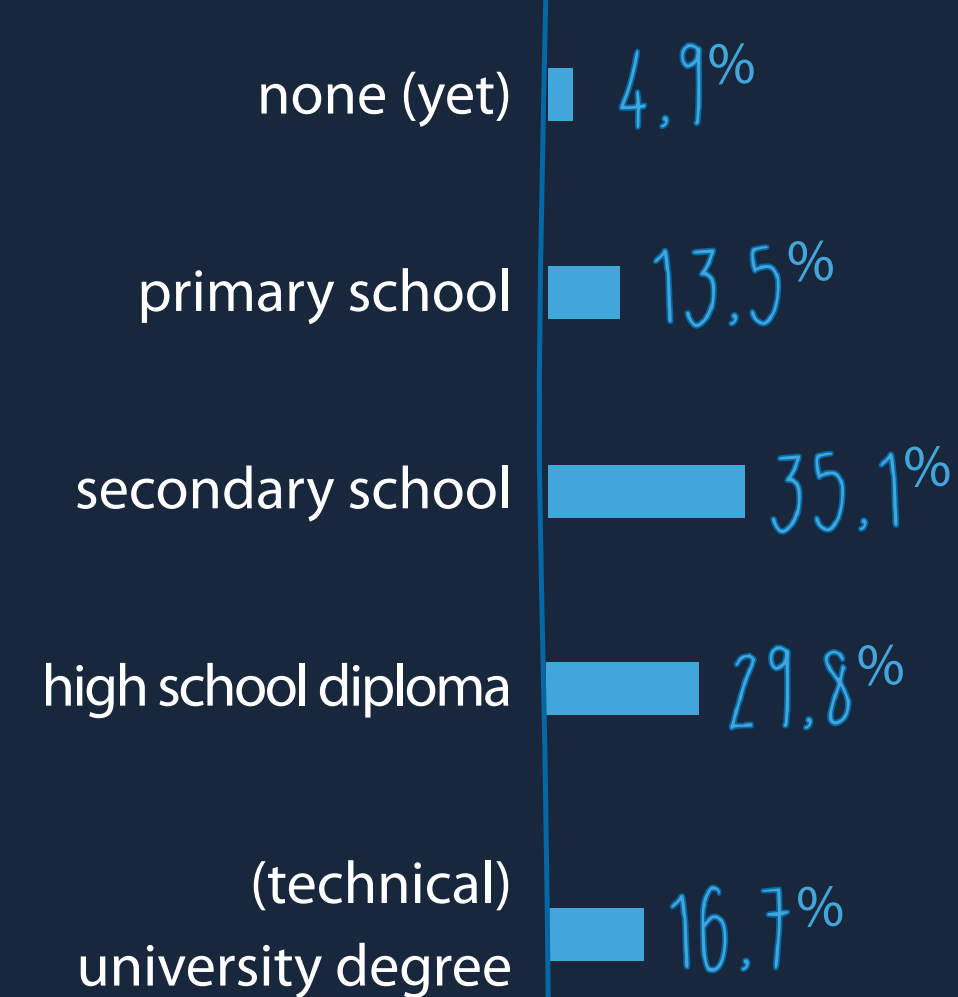
Net income  
Per household



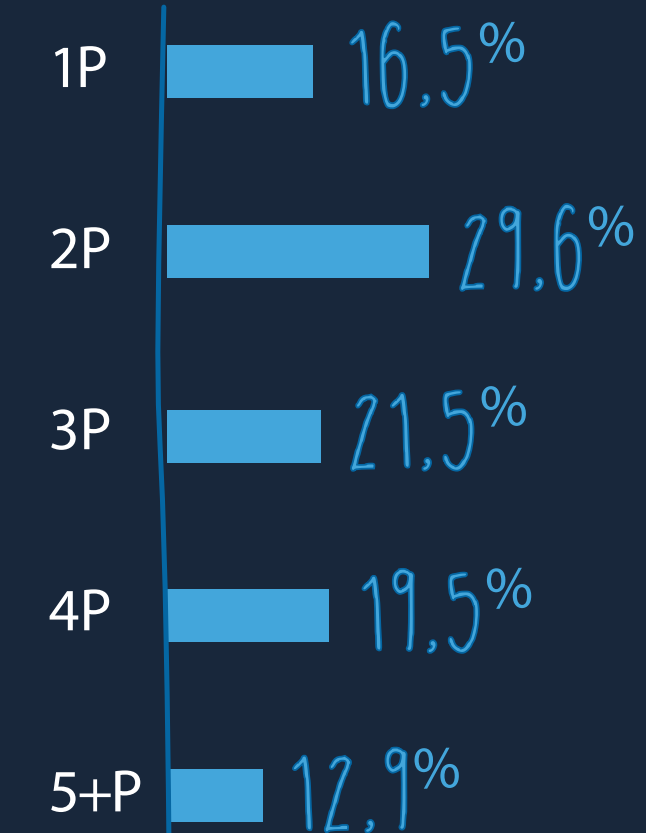
Employment



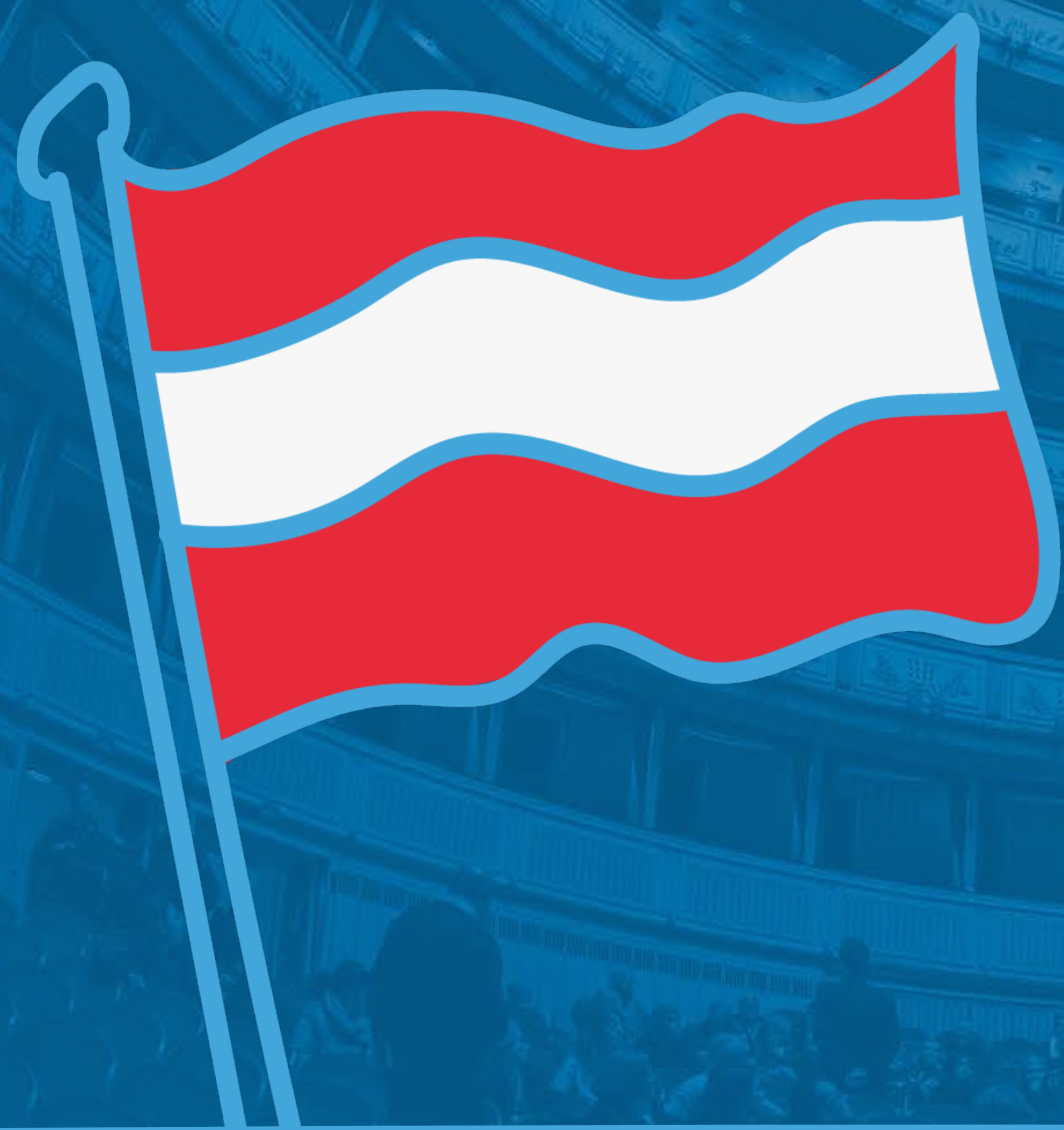
Education  
Highest degree



Household  
Size







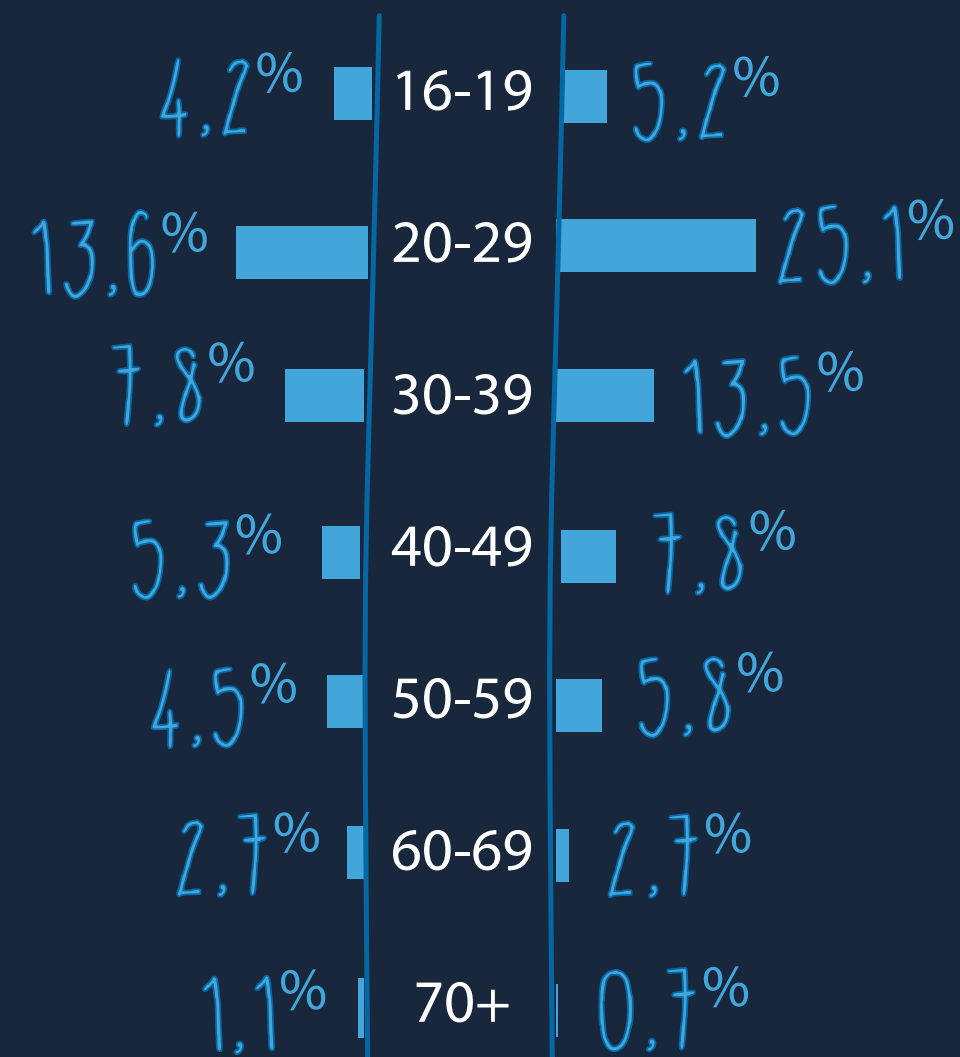
# Austria

Panel size: 64 983

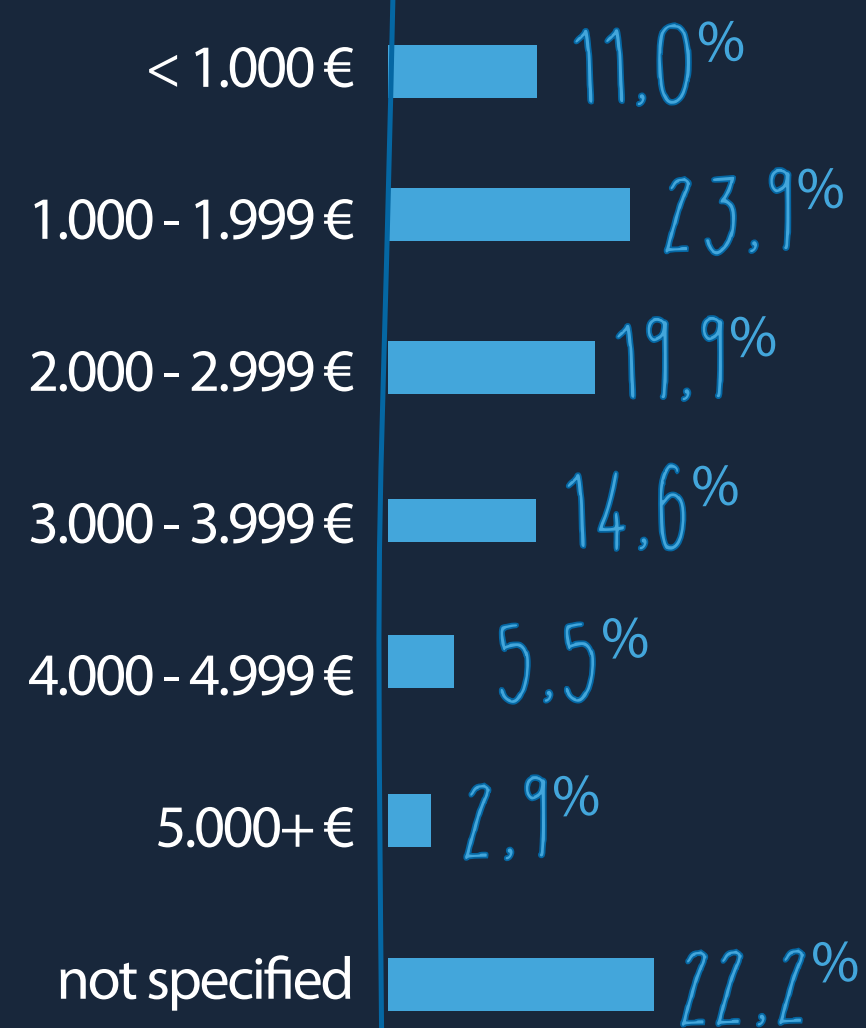




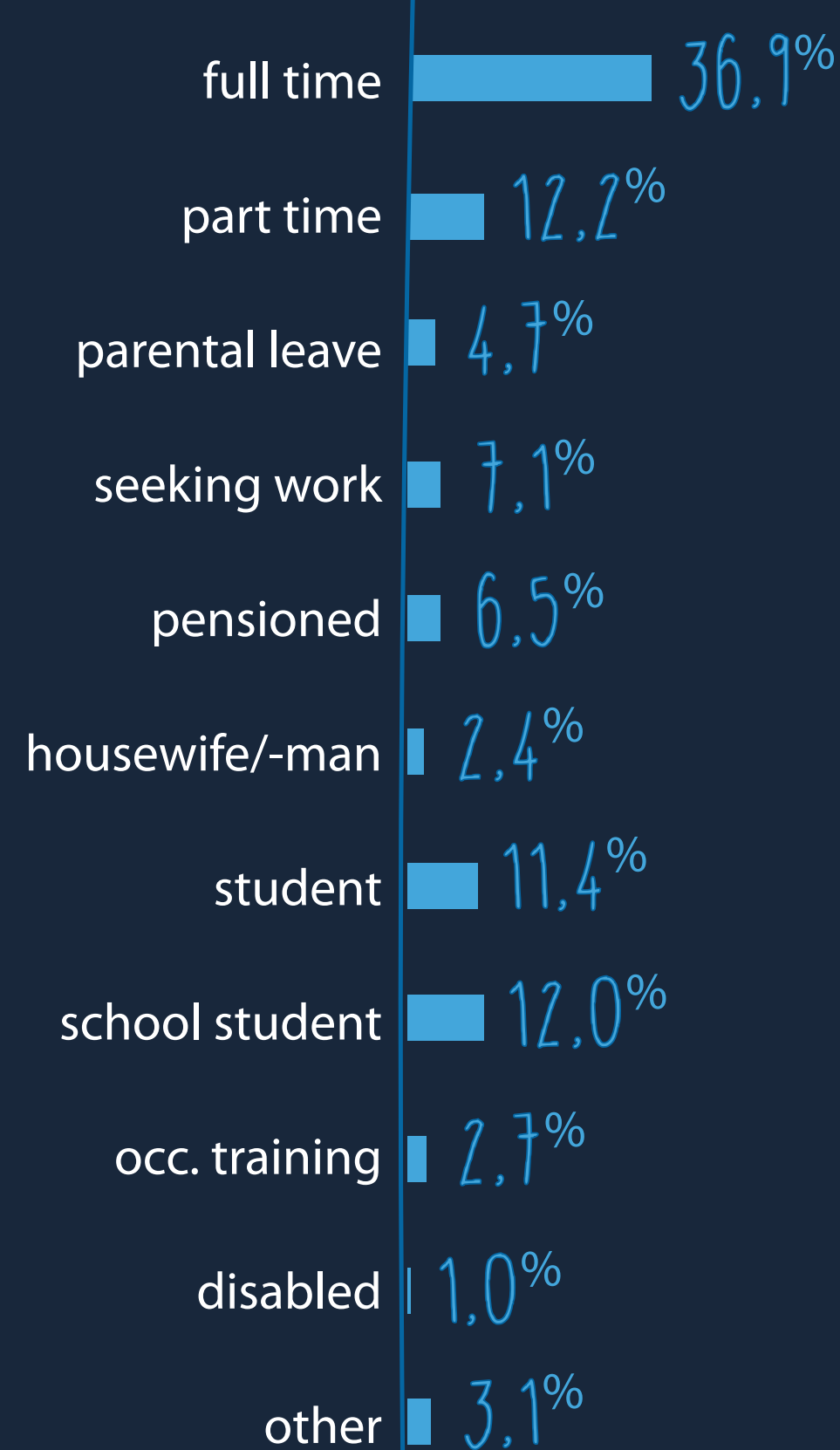
♂ **Age** ♀



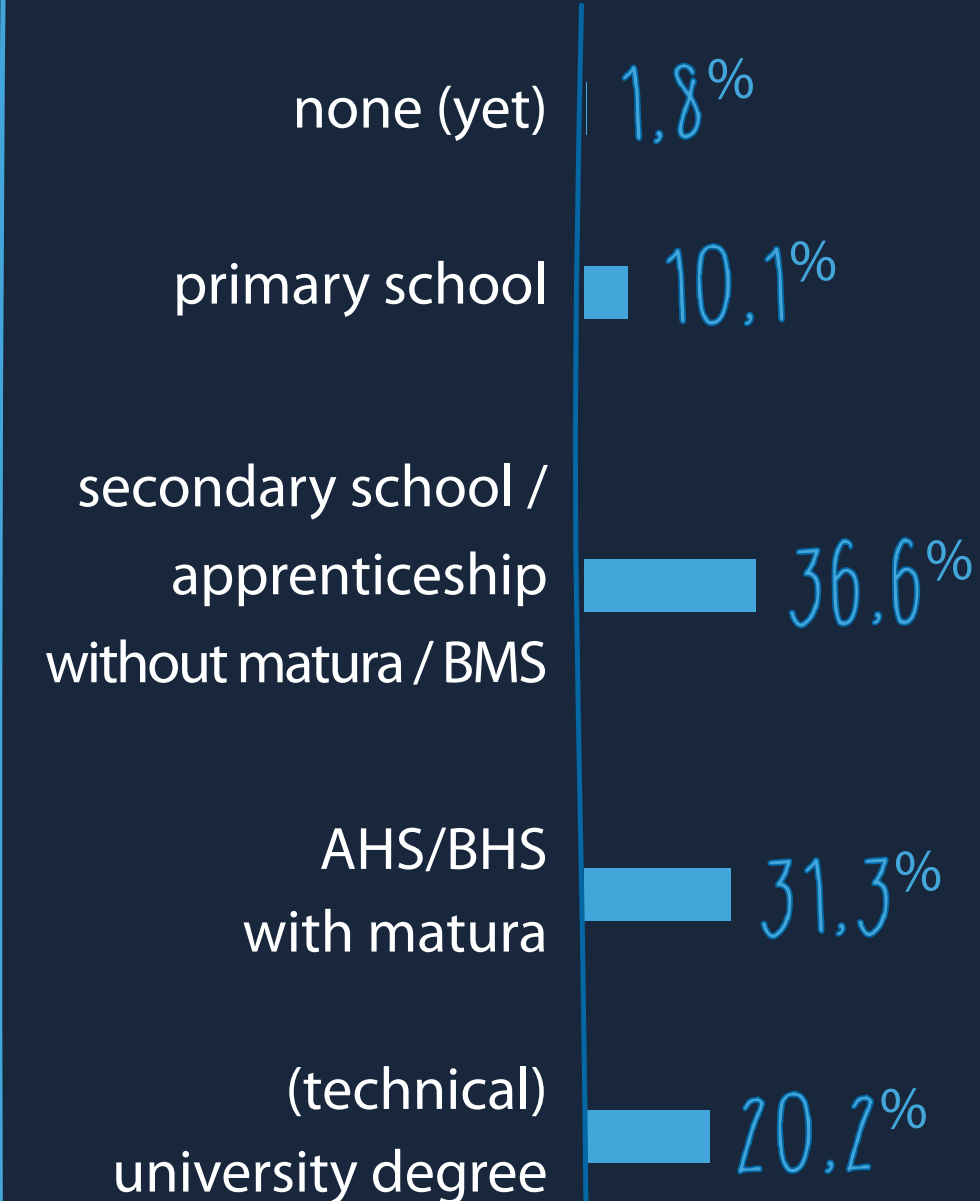
**Net income**  
Per household



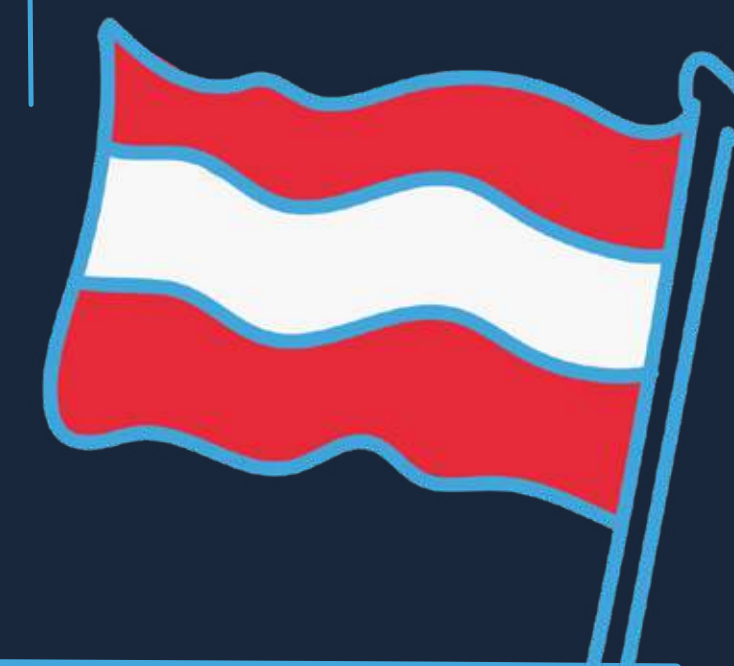
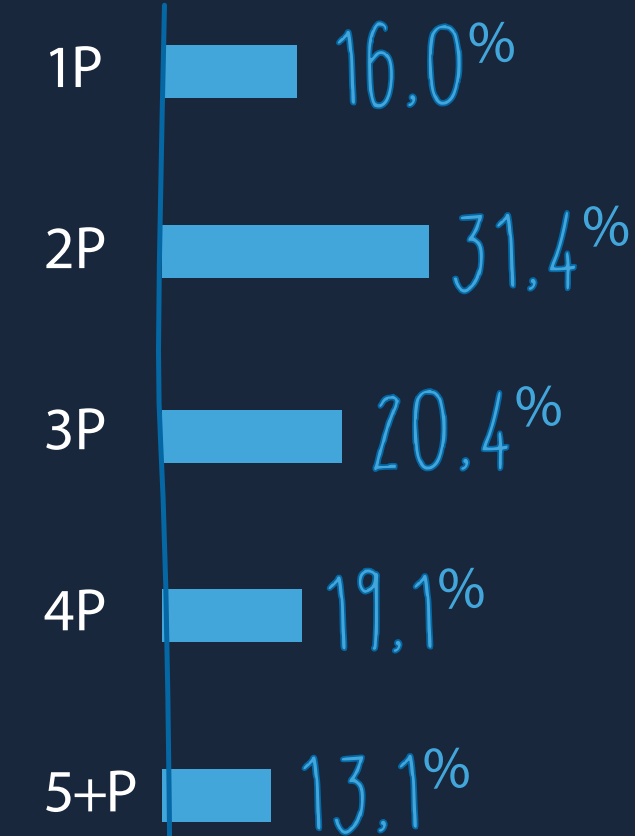
**Employment**



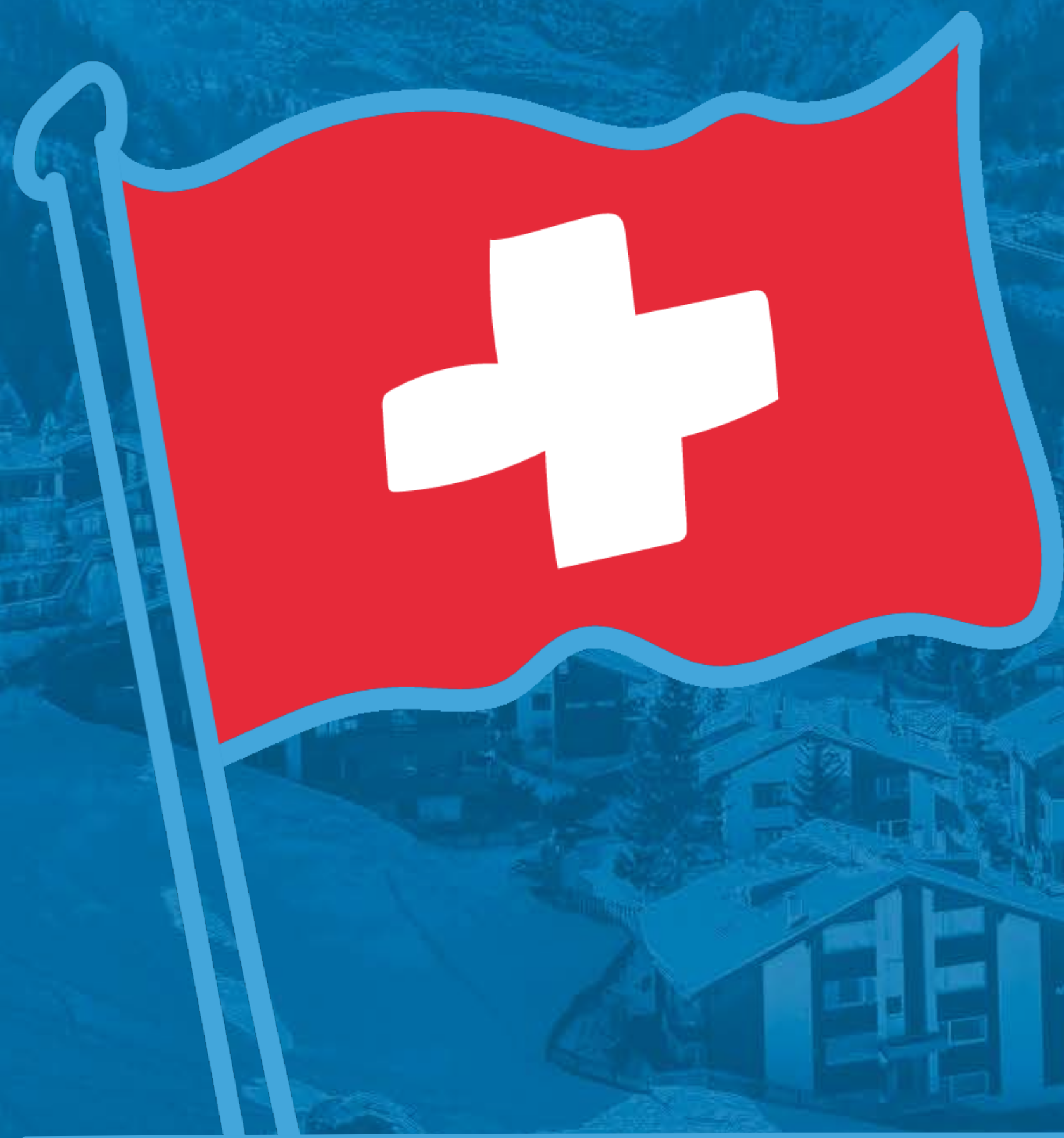
**Education**  
Highest degree



**Household**  
Size







# Switzerland

Panel size: 58 349





♂ Age ♀



Net income  
Per household



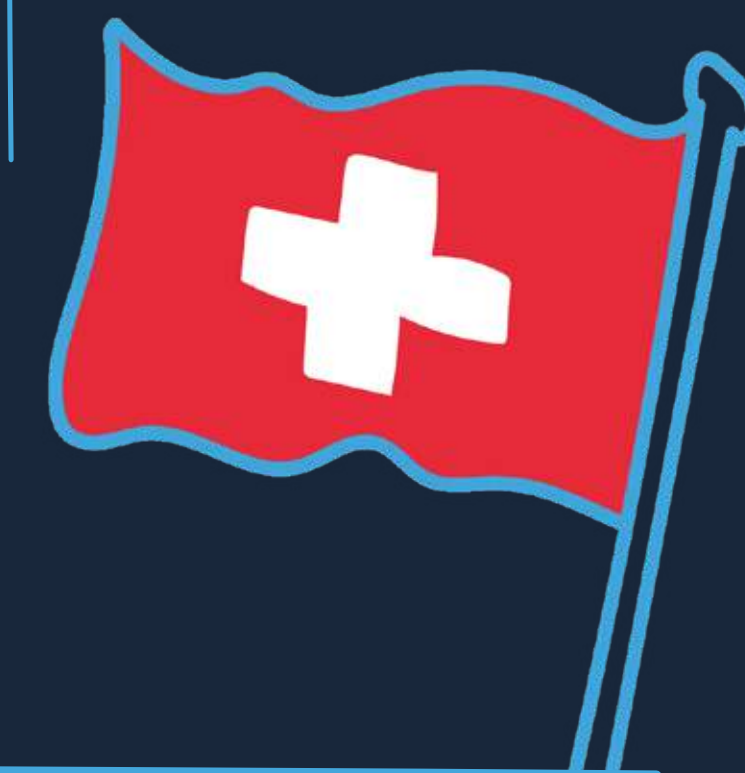
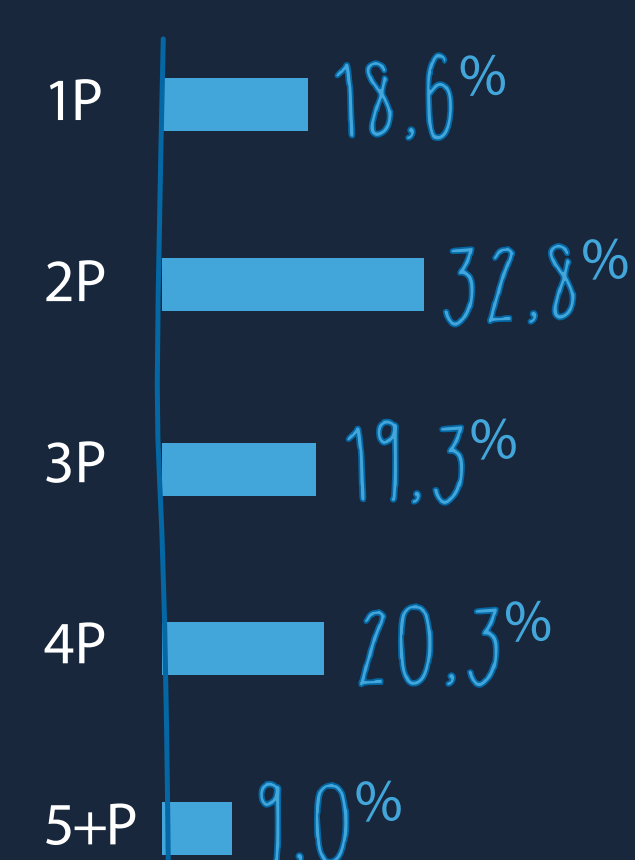
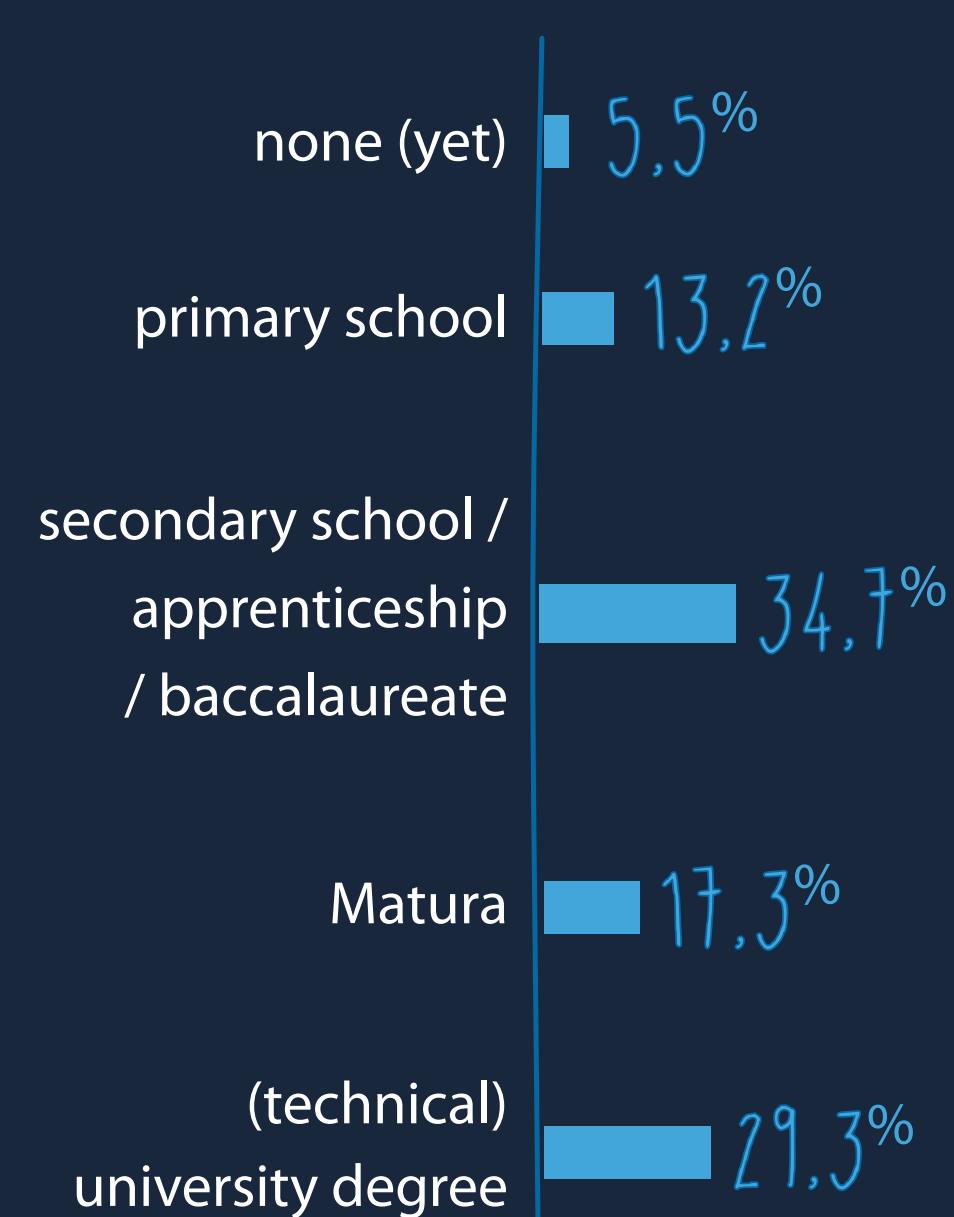
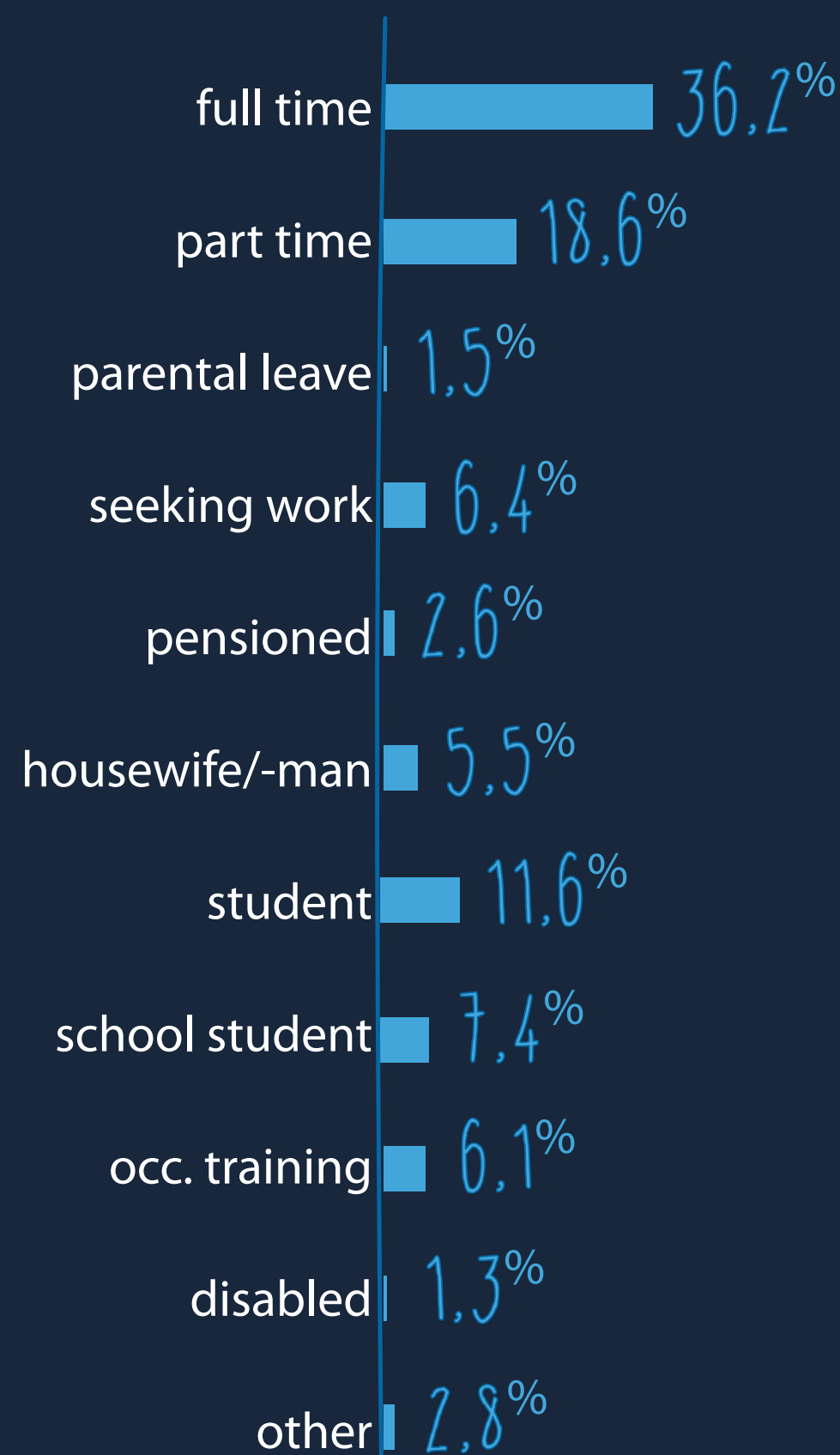
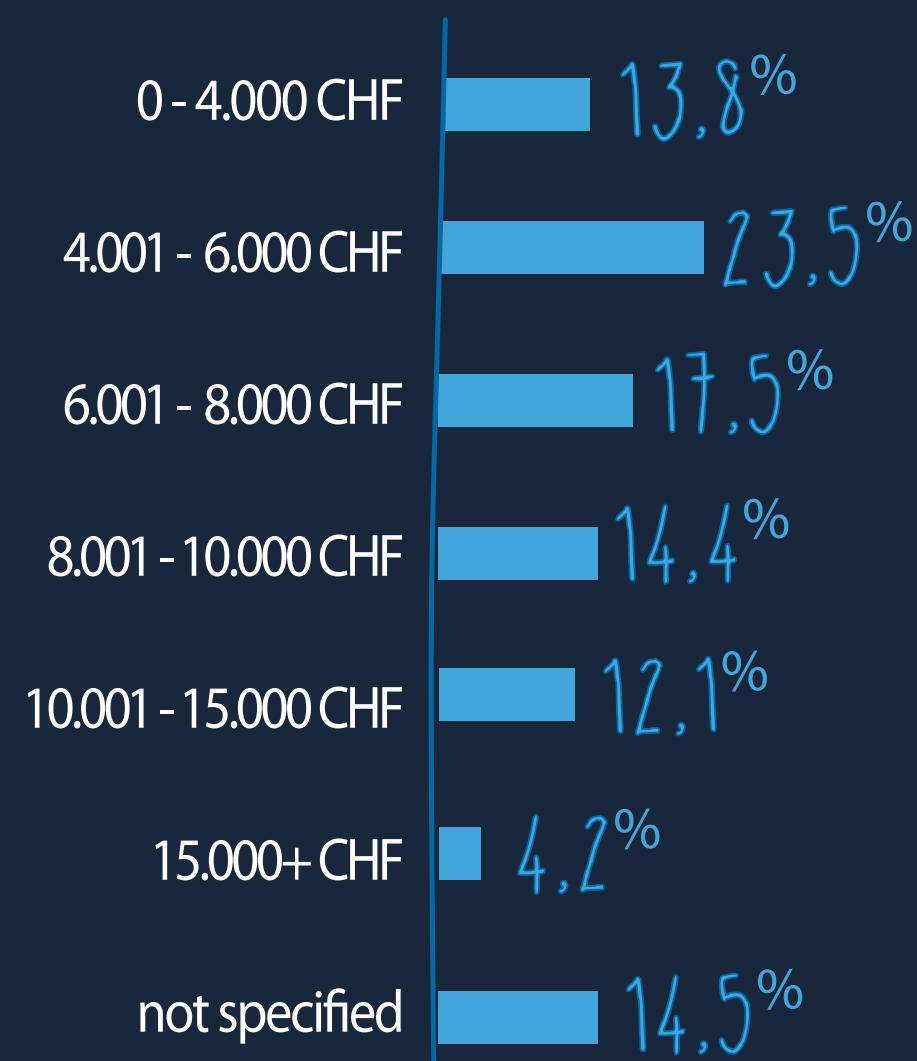
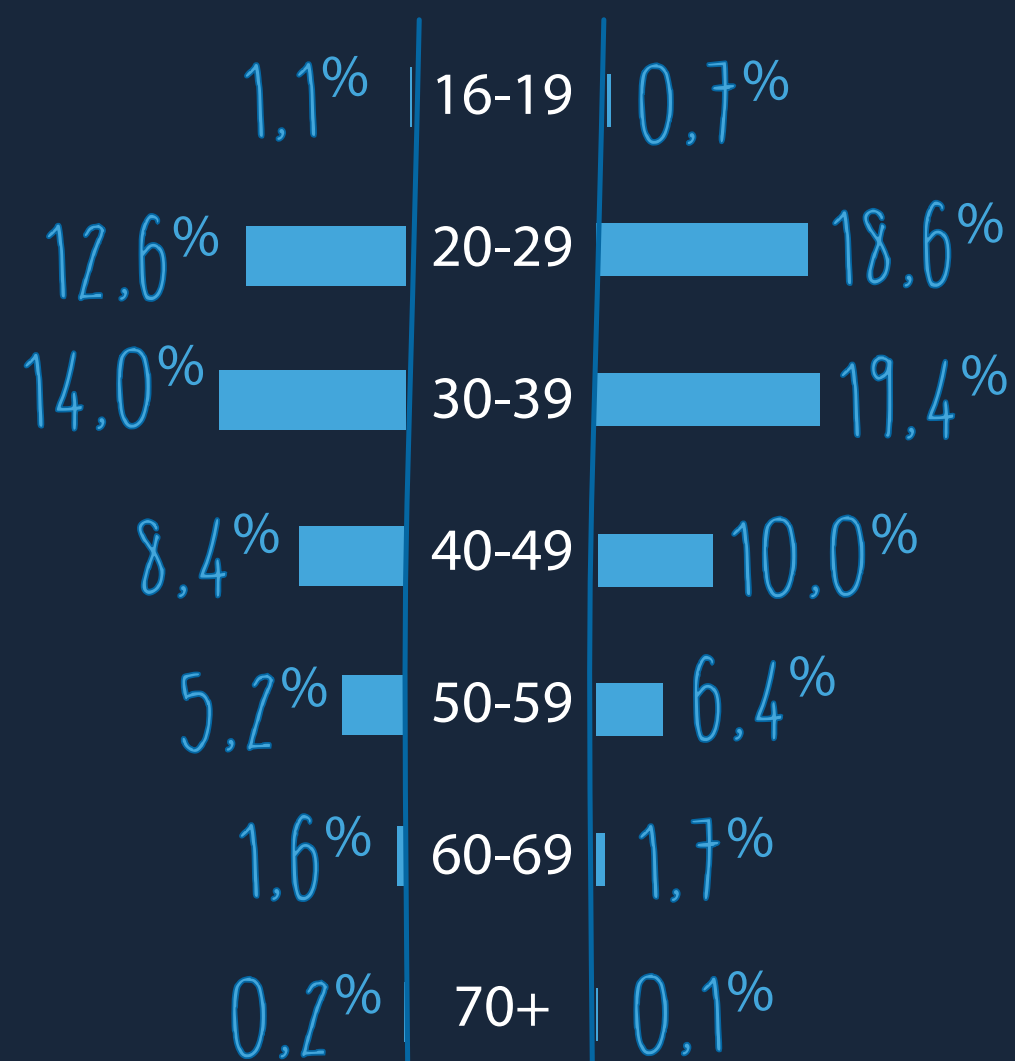
Employment



Education  
Highest degree



Household  
Size





## Our Profile Data

Efficient reachability of  
difficult target groups



### GENERAL



- Gender
- Age
- Country
- State
- Postal code
- Educational degree
- Citizenship

### HOUSEHOLD



- Household size
- Marital status
- Housing situation
- Net household income
- Decision maker in household
- Electricity supplier

### FINANCES & INSURANCES



- Bank
- Financial products
- Insurances
- Insurance provider
- Health insurance

### LEISURE & INTERESTS



- Pets
- Smokers
- Gambling
- Gaming consoles
- Hobbies and interests
- Diet types
- Drinks

### PARENTS & CHILDREN



- Children in household
- Child age
- Child gender
- Pregnancy

### B2B



- Professional situation
- Occupational group
- Branch
- Job title
- Company size
- Company turnover
- Decision maker

### CAR & VEHICLES



- Driving license
- Vehicles
- Year of purchase & construction
- Car brand
- Car model
- Type of engine
- Purchase intention

### PHONE & MEDIA



- Landline provider
- Mobile provider
- Smartphone operating system
- Prepaid and postpaid
- Available devices
- TV reception type
- Pay TV and streaming providers
- Media usage



# GapFish expands classic sampling with innovative technical solutions



Instant feedback apps enable push-message invitations and study formats that draw on both passive data (e.g., location, movement data) and survey data.



Advertising impact studies can be realized with classic cookie tracking and with Programmatic Insights approaches (targeted presentation of advertising formats to panelists).



Location-based research approaches enable the identification of panelists who have visited a specific POI and surveying them directly on site or later on.



Behavioral metering can be used to trace the customer journey of panelists on the Internet (websites visited, search terms, app use, etc.).



## Our Panel World

# Strong partners which add real value to you, too!

In addition to our “EntscheiderClub” panel, which we have been operating in Germany, Austria and Switzerland since 2013, we have built up numerous other panel brands, including some on behalf of customers with their own branding, whose operation and sales is entrusted to GapFish GmbH.

The panels differ in terms of recruitment sources and also in terms of participant incentives.



The following platforms are currently available:

 **Entscheider** CLUB

### Our proprietary panels with monetary incentives

<https://www.entscheiderclub.de/> <https://www.entscheiderclub.at/> <https://www.entscheiderclub.ch/>

 **Trendsetter** Club

### Our proprietary panels with points incentivization

<https://www.trendsetterclub.com/>

 **boost** Panel

### Our proprietary panel where the incentive is donated

<https://www.boost-panel.de/>

**LOVE2SAY**  
MY NEWS PANEL I LOVE MY MEDIA

### The panels of the RTL media group (recruited mostly through TV campaigns)

<https://www.love2say.de/> <https://www.ilovemymedia.de/> <https://www.ilovemymedia.at/> <https://www.mynewspanel.de/>

**Kunden**stimme

### The panel of REWE (recruitment by REWE Group)

<https://www.kundenstimme.com/>

**DIE HÖRER**

### The RMS panel (recruited mostly through radio campaigns)

<https://www.diehoerer.de/>

 **GALLUP** FORUM

### The Austrian Gallup Institute Panel

<https://www.gallupforum.at/>

**POINT** OF

### The Mediakraft Networks panel (recruitment through social media campaigns)

<https://www.point-of-u.de/>





## Panel 360

# Our full-service partner panel solution for you

Do you operate your own panel or want to set one up? But don't have the resources or technological capacity for panel management? Do your participants complain about too few study invitations? Do you have too many support requests? Then we offer you the ideal solution!

With Panel360, GapFish takes care of the complete panel management for you.



Exclusive panel set up and extension by real panel specialists



Transparent incentivization and participant support to increase participant satisfaction



Optional panel branding for a panel in your look & feel



Use of GapFish services and infrastructure to increase the efficiency of your research activities



Optional panel advertising by GapFish to re-finance your effort



In-depth profiling of participants



Panel entertainment, gamification elements and study management to prevent panel mortality



Optional linkage to your CRM or DWH data





How can we  
help you?

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