

The background is a monochromatic blue with a complex, textured pattern. It features several overlapping circular shapes, each with a central hole. The surface of these shapes is covered in small, raised bumps or granules, giving it a tactile, almost organic appearance. The lighting is soft, creating subtle gradients and shadows that emphasize the three-dimensional quality of the texture.

# GAPFISH

WISSEN, WAS WIRKLICH ZÄHLT

## GapFish as a panel operator with its own modern software offers the setup and management of panels

- GapFish designs panels with its partners - such as REWE, Ad Alliance, Spiegel Verlag and RMS - and operates them with a full-service approach.
- The advantage for our partners is the efficient study execution with relevant target groups.
- GapFish also optionally markets the panels to third parties and lets its partners participate in the revenues via a revenue-share model.

### Panel world

Kundenstimme

I ♥ MY  
MEDIA

love  
2say

DIE HÖRER

As a quality service provider, GapFish is a member of the common industry associations and ISO-certified



Certified according to ISO 20252

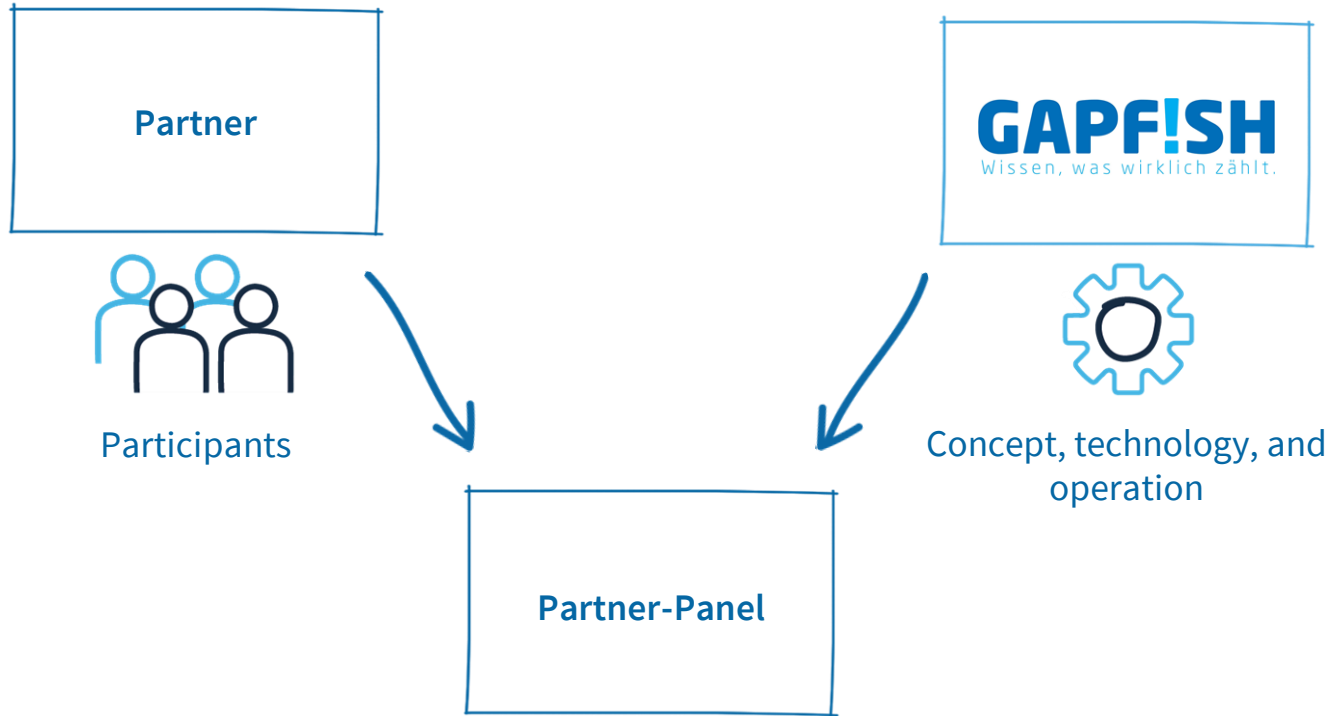


DSGVO audited by an external  
data protection officer



Service providers certified  
according to ISO 27001

The core idea of the partner panel: the partner recruits the panelists, GapFish takes over the entire panel management



## The advantages for you are numerous

- ✓ Exclusive panel set up and extension by real panel specialists
- ✓ Optional panel branding for a panel in your look & feel
- ✓ Optional panel marketing by GapFish to re-finance your effort
- ✓ Panel entertainment, gamification elements and professional study management to prevent panel mortality
- ✓ Transparent incentivization and participant support to increase participant satisfaction
- ✓ In-depth profiling of participants

## With our digital solutions we offer you additional interesting panel extension options



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



Location-based research approaches can identify panelists who have visited a specific POI and survey them directly on site or later on.



Advertising impact studies can be implemented with classic cookie tracking and with programmatic insights approaches (specific delivery of advertising formats to panelists).



Customer journey tracking can be used to monitor the behavior of panelists on the Internet (websites visited, search terms, app use, etc.).



**Are you interested?**

**Please feel free to contact  
us at [sales@gapfish.com](mailto:sales@gapfish.com).**