

FREELETICS

Freeletics regularly conducts multi-country panel studies by using QuestionPro's software and online panel.



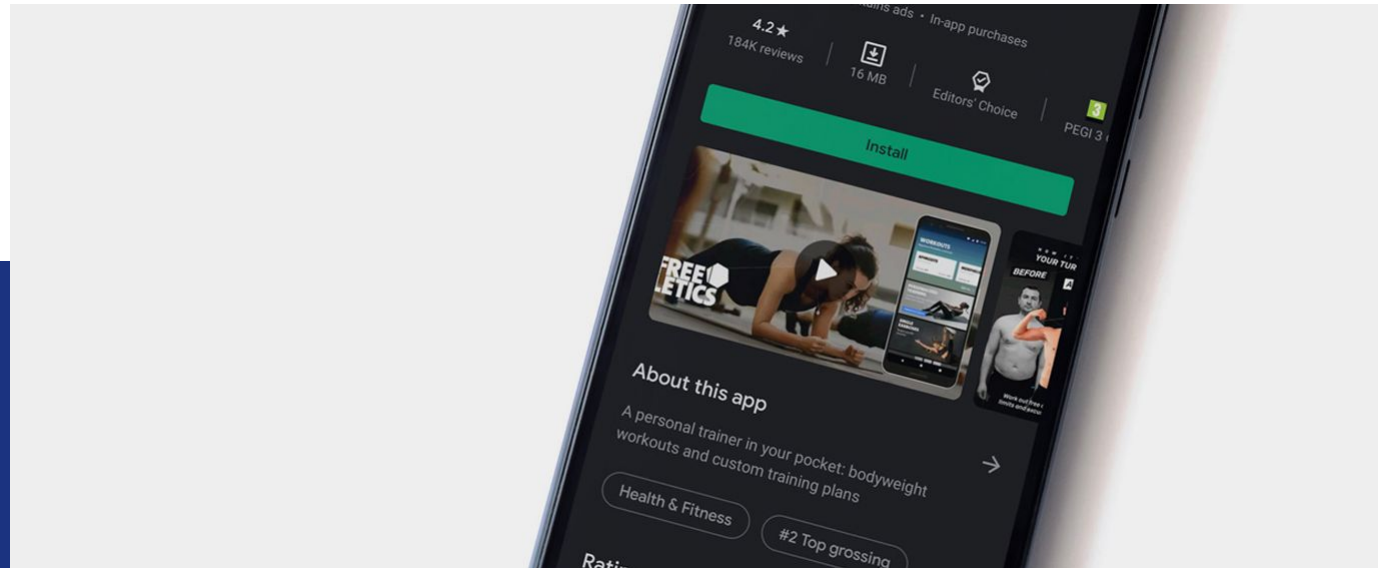
Contact

Sally Kühnlein

Research Manager at Freeletics

Solution

Panel | Survey |
Consulting



Challenge

Simple, fast and efficient implementation of valid multilingual panel studies for market research

"QuestionPro enables us to conduct online studies by ourselves and thus efficiently gain valid bases for decision-making for our product development. In particular, the extended question types such as MaxDiff, Gabor-Granger and Van Westendorp Method help us to answer complex questions quantitatively and to adapt our product strategy accordingly."

Sally Kühnlein
Research Manager
FREELETICS

About Freeletics

Freeletics is the leading provider of AI-based fitness and lifestyle coaching. With over 53 million users, 150 employees and its own line of equipment and apparel, Freeletics is now one of the fastest growing fitness companies in the world.

Multi-country panel studies with QuestionPro

Sally Kühnlein, is responsible for market research at Freeletics and regularly conducts multilingual panel studies in several countries to assess the market and consumer behaviour to adjust the product strategy according to the results. For this purpose, Freeletics uses the market research software and the integrated online panel from QuestionPro. This involves setting up a sample of 400 people at a time who indicate via a screener question that they do workouts. QuestionPro's research team supports Freeletics with the design of the questionnaire, the selection of panel participants and the set-up of the study, as well as with the translation of the questionnaire.

Summary

Within only 3 days, the Freeletics company receives valid results with an enormously high data quality. Sally Kühnlein particularly emphasised the friendliness, competence and helpfulness of the QuestionPro team. Due to the high level of satisfaction, the speed and the high data quality, Freeletics will continue to conduct panel studies with QuestionPro in the future.



Overview of QuestionPro solutions:

- Core Survey, Community and Experience Management Solution
- Worldwide panel (22 million)
- Consulting
- Incentive handling
- Advanced analysis such as cross tabulation, grouping and semantic text analysis
- Conjoint, MaxDiff, A/B testing and much more

Learn more

www.questionpro.de



QuestionPro solves the challenges of agile market research

QuestionPro's market research platform with its easy-to-learn, high-performance, powerful and technologically advanced tools enables companies to conduct agile market research themselves. With QuestionPro, you can set up market research projects quickly and easily and are able to automate market research processes as much as possible. Furthermore, our project teams offer you many years of experience from countless market research projects as a full service.

About QuestionPro

QuestionPro is built for Enterprise platform that has been developed continuously and closely in line with the requirements and wishes of our customers in the areas of experience management, market research and scientific research for two decades now. With more than 4 million customers in over 100 countries, QuestionPro is one of the most used and popular survey and analysis solutions worldwide. Our main fields of activity are Market Research, Customer Experience and Employee Experience.

