RELEVANCE COUNTS.
The Company.
19* DAX companies as clients, *of 30

Top 10 Full-Service Institute with its own studios and field department

Well established network of international partners

Methods ranging from data analytics through creative workshops to high-end car clinics

6 Locations around the world

>30 Years of experience

Research for over 30 industries (B2C & B2B)

Certified according to ISO standard 20252

Qualitative & quantitative market research

>600 research projects a year in 52 markets

>150 Employees

27.3 Mio. € turnover (2017)

Owner-managed & independent ever since its founding
>75% of total turnover from international research

30 years experience in international research

>100 partners in our global research network

250 international projects a year

52 different research markets

20 Languages spoken at GIM

We conduct research wherever your customers are.
The Portfolio.
Our Promise to you …

Power of the big ones, flexibility of the small ones
Manpower and resources combined with flexibility and individual support

We speak your language
Competence in topics and target groups, knowledge of processes and standards

You take the center stage
Relief and added value through tailor-made solutions instead of standard approaches

Networked diversity
Experts for every question and method with cross-project exchange
Insight Cycle "SPICE"
Research for your innovation management
Empathy for markets and clients!
Identifying and outlining objectives!
Developing new ideas and perspectives!
Selecting, optimizing and implementing ideas!
Measuring and assessing!
Marketing Cycle
Your areas of interest are on our radar
Industry Expertise
Experience and know-how in twelve core industries
The Industry B2B.
Fields of Research
We cover a wide range of industries, trades & product categories

- **Construction systems & producer goods**
  e.g. power tools, fastening technologies, construction chemicals, mechanical engineering

- **Transport & logistics**
  e.g. shipping and transport industry, storage systems

- **Landscaping**
  e.g. riding mowers, string trimmers, hedge trimmers, chainsaws

- **Engineering**
  e.g. water treatment systems, computer numerical control systems

- **Heating & renewable energy**
  e.g. HVAC technologies, solar panels, photovoltaic

- **Commercial vehicles**
  e.g. trucks, vans and transporter

- **Chemical Industry**
  e.g. adhesive technology, cleaning chemicals, facade foil

- **Professional cleaning devices**
  e.g. sweepers, high pressure cleaners, industrial/ wet & dry vacuum cleaners
Solutions
An intelligent network of methods and complex research approaches
Your Benefits
Key strengths of GIM B2B

B2B specialist with rich experience
With more than 20 years experience in B2B research we have profound expertise on relevant industries and methodologies and can provide a relevant external perspective.

One-stop service
No matter if quantitative, qualitative or integrated approaches, we cover all types of methodologies.

Partnership all the way
We provide support, consultancy and tailor-made solutions from the very beginning to the successful end.

Target group understanding
Extensive experience across various industries and job positions.

In-house field department
Own in-house field and recruitment capacities with focus on b2b recruitment and difficult target groups.

Research worldwide
Our strong worldwide network enables us to conduct high quality B2B research in more than 35 countries.
The Difference.
Flexible access to expertise and resources across all industries.
Marktforschung.de
Image study by marktforschung.de 2018

Awards and ratings in image studies

BVM
The Data Science Cup 2018 goes to Sebastian Bönisch
An interdisciplinary team for a 360° view.
And what is your focus?