

## Press release

The new quantilope is more agile than ever before.

**quantilope is presenting the technical innovations added to its Agile Insights software at the international trade show Research & Results. The latest features include the Company Toolstore in which users can create their own bespoke insights tools, the flexible drag-and-drop insights dashboard and real-time brand tracking. The world-leading market research trade show is being held at the MOC Events Center in Munich from October 24-25, 2018.**

**Hamburg, October 18, 2018** Software company quantilope is unveiling the new technical features of its Agile Insights software just in time for the world-leading market research trade show Research & Results, which is taking place in Munich from October 24-25, 2018. The new quantilope is more agile than ever before, even easier to use and offers greater flexibility. The features demonstrate the high degree of customization offered by quantilope's automated insights tools as well as how user-friendly the software is for businesses adopting an agile, customer-centric approach to their work.

An overview of the main technical innovations:

### **1. Company Toolstore – create customized, automated tools**

In addition to more than 35 automated pre-existing standard tools for a wide range of questions, quantilope now gives its users the option to develop their own company-specific tools. In just a few steps, companies can create their own automated standard tools for agile working – tailor-made and using the company's own design.

### **2. Insights dashboard – the most important insights at a glance**

The new quantilope features an editable insights dashboard, which enables users to design their own dashboard and present the most important insights quickly and easily in just a few clicks. Charts, text boxes, images and even videos can be arranged flexibly using drag and drop. Users can also generate a link to share the overview with their colleagues at any time.

### 3. Real-time brand tracking

Real-time brand tracking is another of the latest tools to be added to quantilope's Agile Insights software. Companies can use this flexible tool to automatically and continuously monitor how their brand is performing in its competitive environment and to measure the success and effectiveness of their marketing campaigns for this brand. quantilope brand tracking collects data about how a brand is performing at regular, specific intervals (e.g. monthly). It does so by looking at a range of relevant key performance indicators (KPIs), including awareness, usage, image, strengths and weaknesses. This allows companies to map and monitor how their brand is developing over time.

"With the new quantilope, users can enjoy an unprecedented level of flexibility and agility. All the methods and agile features are available in the Agile Insights software. Companies can now build their own automated standards that unlock a whole new set of automation possibilities for use in market research," comments Dr. Peter Aschmoneit, the software company's co-founder and CEO.

The international market research trade show is taking place at the MOC Events Center in Munich from October 24-25, 2018. quantilope's trade fair stand is located in hall 1.

Timetable of presentations at the trade show:

<https://l.quantilope.com/research-results-2018>

## Press contact

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<https://www.quantilope.com/en/press>

## About quantilope

quantilope is a software company that enables agile, customer-centric business management with its Agile Insights technology. The highly innovative, award-winning all-in-one software makes it easier for companies to put their customers' and consumers' relevant needs center stage in all that they do.

quantilope can be used flexibly to provide support with all corporate decisions. It offers intelligent, automated tools based on the latest quantitative market research methods combined with machine learning and artificial intelligence. The tools are suitable for questions from marketing, product management, demand planning, HR, business development and consulting. Agile teams can use the Agile Insights software to manage the entire insights process on a single platform, from questioning, panel management and data collection to professional insight analysis, visualization and communication. This allows companies to easily understand and measure their customers' requirements in real time and to use these important findings when making decisions.

Developed in 2014 by internationally renowned scientists and experts from the fields of market research, marketing, data science and IT, quantilope has been impressing well-known companies, agencies and institutes ever since.