



Success story

Trade fair survey

FairControl GmbH

What impression did visitors have of an event? How did the company presentation affect its image? Since 1998 Faircontrol GmbH has offered specialised success monitoring in order to assess the effect of communication measures such as fairs and events. Amongst other things Faircontrol GmbH conducts reg-

ular analyses of the success of events and sponsoring measures. In this way a company's individual targets can be monitored and optimized. Opinion polls play an important role when evaluating marketing measures. For many years FairControl GmbH has relied on mQuest® research.

Deployed product: mQuest® research

Common target groups are visitors to events and trade fairs in both B2B and B2C areas

Project duration: since 2011

In use worldwide, especially in Europe and Asia

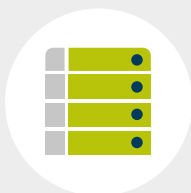
Multi-lingual questionnaires, e.g. German, English, French, Spanish, Italian and Chinese

Approx. 70 mobile devices running Android and iOS systems are in operation

Daily updated data is uploaded via Wi-Fi and mobile telephone service

Feedback from more than 30,000 trade fair visitors each year

Services



Hosting



Support

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The thing about cluetec we value the most is their adaptable consultancy and supervision even concerning complex matters. In cluetec GmbH we have found a competent technology partner.

Daniel Bissinger, Director Business Development,
FairControl GmbH, Gräfelfing

Further information at www.faircontrol.de

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www.mQuest.eu