

## Press Release

### New App Launch: Appinio to Build the Largest Consumer Panel in the World

#### Internationalization planned

Hamburg/Germany, November 26, 2019: [Appinio, the market research platform](#), has just turned five and is celebrating the occasion with the relaunch of its app of the same name, which forms the consumer panel. It is the biggest app relaunch since the company was founded. The [Appinio app](#) is a community for opinions with a focus on gamification. The relaunch paves the way for the global rollout of the app and thus for the expansion of Appinio's B2B business into other markets.

Appinio has made it its mission to make market research entertaining and thus attract young respondents. Most of the time, users answer short multiple-choice questions in the app and can compare their opinions with those of others. Every user can also ask questions to the community and receive hundreds of answers within minutes. Those who are particularly active receive awards. Through these gamification elements and a clear focus on user experience, the users enjoy answering market research surveys. This intrinsic user motivation is very unusual in market research and has a positive effect on data quality.

The focus of the app relaunch was on a new design and core functions, with even greater emphasis on interaction and user experience. Since then, the volume of questions users ask in the app has more than quadrupled. The commitment and organic growth through word-of-mouth have increased even further.



**Jonathan Kurfess, Founder and CEO of Appinio:** "With our fifth birthday, we have outgrown our start-up shoes. With the app relaunch, we have now laid the foundation for building the world's largest consumer panel. Our focus is now on expanding our app into other countries."

The Appinio app is currently available in all English-speaking countries and the DACH countries of Germany, Austria and Switzerland. In the DACH region, the Appinio app currently generates more than one million

opinions per day. Thanks to gamification and user-friendly design, the drop-out rate of market research surveys is less than one per cent. A balanced panel structure enables representative surveys.

### Press Images:

Picture credits: Appinio GmbH

Jonathan Kurfess, Founder and CEO of Appinio

[Low-res \(landscape format\)](#)

[Low-res \(portrait format\)](#)

[High-res](#)

Screenshots from Appinio App

- Most of the time, the app users answer short multiple-choice questions asked by Appinio. [Download](#)
- Users answer questions and can compare their opinions with those of other user. There are also filters for gender and age groups. [Download](#)
- Each user can also ask questions to the community and receive hundreds of answers within minutes. [Download](#)



### About Appinio:

Appinio is the global market research platform that enables companies worldwide to obtain thousands of opinions from specific target groups in just a few minutes. For the first time, anyone can validate decisions and ideas in real time - with representative results from consumers. As the fastest solution for market research, Appinio delivers feedback from 50+ markets. More than 400 companies from all industries use Appinio's all-in-one survey platform to put agility and consumer centricity into practice. Customers include VW, Unilever, Beiersdorf, Telekom, Bertelsmann, Warner Brothers, Samsung, Jägermeister, Lidl, Red Bull and About You as well as all major agencies and management consultancies. Appinio has received several awards, including the Top European Business Startup at the Pioneers Festival, the Best of Mobile and the Best of Hamburg Award. [www.appinio.com](http://www.appinio.com)

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