

# PriceRunner Market Insight Case Study



To thoroughly understand the market and deliver ahead of customer expectations

 NS INTRESSENTER



At the end of 2015, the investment firm NS Intressenter, with Nicklas Storåkers, former CEO of Avanza Bank was in the process of evaluating a long-term investment opportunity in the well-known shopping comparison site PriceRunner. In order to base their decision on facts, and to gather valuable information about the target market and the consumers, Netigate was contacted.

## CHALLENGES



A major financial decision that required real-time and accurate results



Wanted to understand consumer attitudes



Needed to discover areas of improvement in the company's offering



Required both panel provider and research consultants to gain relevant insights



Needed fast turnaround time of research data

"PriceRunner has a strong brand and market position. We will invest long-term in the business with the ambition to develop an even better PriceRunner"

- **Nicklas Storåkers**,  
newly appointed CEO,  
PriceRunner.



## NETIGATE'S MARKET INSIGHT SOLUTION



Leverage market and consumer insight for better investment decisions



Deliver results in 2 weeks, rather than the industry average of 4-6 weeks



Create sophisticated, professional-looking reports



Improve qualitative results based on detailed participants



Increase respondent engagement through interactive market research



Discover attitude and usage on a variety of product and service categories



Test brand awareness

## RESULTS



Reduced qualitative research time by 200 % from industry average



Reduced market research costs compared to using external agencies by 80 %\*



Reliable delivery of high quality respondents, preventing repeaters



Increased market and consumer insight with detailed and customized reports



High research credibility by selecting respondents in cooperation with TNS Sifo

PriceRunner, founded in 1999, is the most well-known price comparison site in Sweden and Denmark. At PriceRunner, consumers can find the lowest prices and compare millions of products. The company has operations and websites in Sweden, Denmark, United Kingdom and Germany and an office in China. PriceRunner has 108 employees.

\* Estimation based on Netigate's own customer research findings, where customers have changed from a traditional market research company to Netigate.