

Our survey results

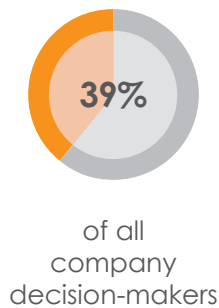
COMPANIES, PRODUCTS, AND NUMBERS



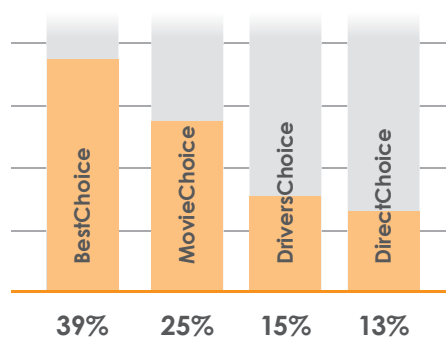
We at cadooz regularly conduct surveys to make sure our products and services meet our customers' needs as closely as possible. We ask businesses and end customers about the expectations they have for our products so we can develop them in accordance with our customers' wishes.

The company¹

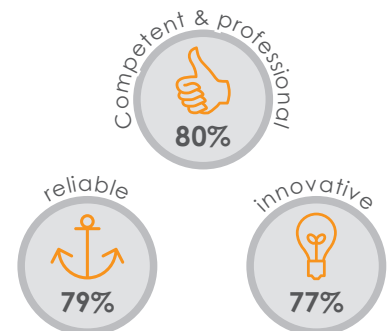
Brand awareness



Our best-known products

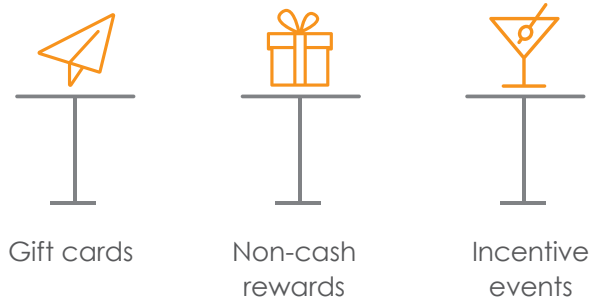


Best qualities

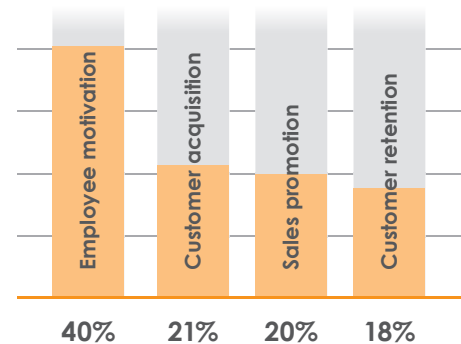


Incentives²

Incentive options



Intended purpose

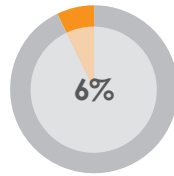


The data used are based on online surveys YouGov Deutschland GmbH conducted on behalf of cadooz GmbH. They involved ¹528 company decision-makers who took part between 07/31/2018 and 08/06/2018, and ²529 company decision-makers who took part between 07/17/2018 and 07/23/2018. Results are weighted according to the number of employees per company.

Advantage club end-customer survey³

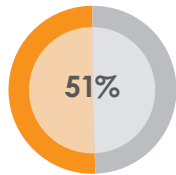
Potential

Do you currently use one or more advantage clubs?

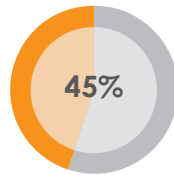


Choice of provider

Decision for a provider with an advantage club under identical conditions

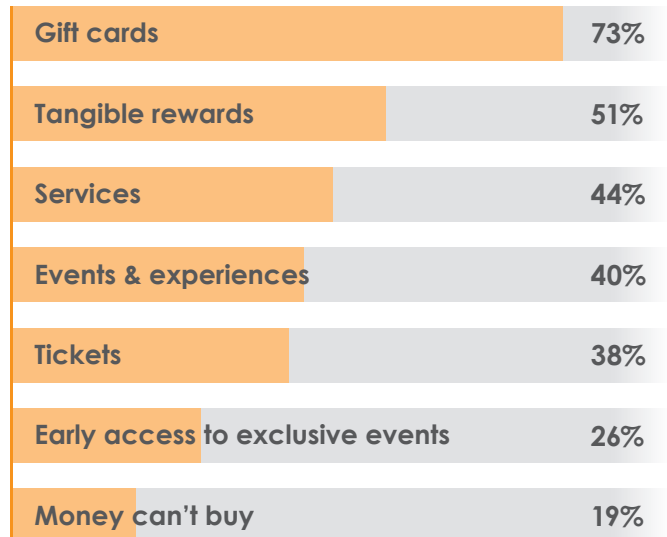


Customers searching for provider













Customers who are satisfied with current provider > Readiness to switch

Relevance of different offer forms



Which offer categories should an advantage club contain?

	Gasoline 43%	Groceries 40%	
	Food & drink 36%	Events & travel 28%	
	Home & garden 27%	Sports & leisure 25%	
	Entertainment 24%	Beauty & wellness 21%	
	Mobility 20%	Fashion 19%	

³The data used are based on an online survey conducted by YouGov Deutschland GmbH on behalf of cadooz GmbH. It involved 2,038 participants between 07/20/2018 and 07/23/2018. Results are weighted and represent members of the German population who are 18 years or older.

