

Solution-oriented and professional

Lp Marktforschung AG

We have been conducting market research projects for our customers throughout all of Switzerland in all of its official languages since 1994. We have a highly motivated team of eighteen in Therwil in the canton of Basel-Landschaft. We use our own proprietary software to display results in web applications that are designed to meet our customers' specific needs. Rapid communication channels and consistent quality assurance are key elements of our company policy.

Our services and expertise:

Mystery testing

We observe your company from the perspective of your customers. We introduced the concept of mystery shopping to Switzerland in 1994 and carry out around 8,000 mystery tests every year.

Price and assortment surveys

We have specialised in price and assortment surveys, especially in the Swiss retail trade, for over 20 years. We survey over 330,000 items every year! That makes us No. 1 in Switzerland!

Survey

Surveys are a classic tool of empirical market research. We mainly carry out quantitative (standardised) surveys. We offer the following types of survey: face-to-face (F2F), written, telephone and online.

Exhibition market research

We survey the exhibitors and visitors of your exhibition. You can use the results as a reliable basis for new strategies, to design the next event, or for internal and external communications.

Eye tracking

We offer a turnkey solution for the management of your eye-tracking projects. This includes organisation, technology, execution and analysis. You benefit from our experience and the possibility to collaborate with an international eye-tracking specialist.

Field research

We work on the front lines of market research: we literally 'plough' the field and can get your project up and running in the shortest time possible, anywhere in Switzerland and in any of Switzerland's three languages.

We're uncomplicated

Our processes are fast and simple. We make use of rapid communication channels and implement consistent quality assurance. It goes without saying, that at Lp, we are solution-oriented and professional.

Application development in-house

We have been developing web applications in-house since 2005. This means, we are not dependent on external software developers. We are flexible and above all, cost-effective.

A reliable employer

In 2012, we transformed our limited liability company into a public limited company and became a signatory to the Collective Labour Agreement (CLA) for the service sector in the Basel region. We have been offering internships since 2016.

All of Switzerland – in three languages

We work with over 400 freelancers, all of whom we know personally. They operate on our behalf throughout Switzerland in the respective language of their region.

