



# Business Tracker Germany

**A streamlined quarterly tracker monitoring the recovery, resilience and adaptation of German businesses**

COVID-19, Brexit, rising energy prices and inflation rates represent a major turning point for all businesses. Whole sectors are being impacted and existing trends are being accelerated. Our tracker monitors the latest issues impacting German businesses, giving you up-to-date insights and intelligence on the latest industry hot topics!

## Monthly syndicated tracker



**German Small Business Owners and Directors**  
(1-249 employee size) n=350



**German Business Decision Makers at Mid-Large Companies**  
(250+ employees) n=150



### Stay informed:

Monitor changing shifts in attitudes and behaviours across Germany



### Speak to your target audience:

Connect to the right people and get the answers you need



### Make better business decisions:

Understand the impact with true insights which will enable you to mitigate the impact of any future crises



### Timings:

The tracker is run once a quarter, with fieldwork commencing at the beginning of the given month, with results available at month end

## Base



### What's included:

Buy in bespoke questions (up to 5)



### Deliverables:

**Tables and verbatim**  
(questions cut by key firmographics)



### Pricing:

Entry bespoke question: **€950**

All subsequent bespoke questions (up to 4): **€750**

## Premium



### What's included:

10 firmographics, 10 current and future business health tracking measures and 10 topical questions



### Deliverables:

**Tables and verbatim** (questions cut by key firmographics)

**Autocharts** (automated chart outputs for all questions)

**AllVue access** (online tool to manipulate data)



### Pricing:

- **€7,000** for both
- **€5,000** for small
- **€2,750** for medium / large

Bespoke questions; 2 questions included as free, then **€550** per additional questions