

CASIO optimises target group approach with Netigate

CASIO is one of the leading international manufacturer of electronic consumer goods. CASIO's broad product range includes watches, digital cameras, electronic dictionaries, calculators, musical instruments, projectors etc. CASIO Computer Co., Ltd. employs more than 11.000 people worldwide.

Feedback on product reception

CASIO Europe successfully conducts retailer and consumer feedback surveys with Netigate. Besides direct feedback on product reception the consumer feedback survey generates relevant personal information on the customers and relevant insights on the target group:

We were able to adjust the median age of our target group and adjusted our communication measures on the basis of the survey results, says Thorsten Rösler, Online Marketing at Casio Europe.

Optimised communication based on survey results

CASIO was also able to optimise the communication measures in the B2B segment based on the survey results. The retailer feedback survey provided valuable information on the usage behavior of specialist journals.

We learned which specialist journals are relevant to our retailers and adjusted our ad placement accordingly to save costs.

User-friendly platform

CASIO appreciates the great usability and the outstanding analyzing features of Netigate. Well-designed result reports can be generated quick and easily.

We have had solely positive experiences with Netigate. The platform allows us to create surveys fast and straight forward.

CASIO®



The results were persuasive. We will extend the work with Netigate to other product groups in the future.



Thorsten Rösler,
Online Marketing,
CASIO Europe

About Netigate

Netigate is a leading European provider of cloud-based services for online surveys that are primarily used for voice of customer, employee performance and market research. With more than 1,500 clients in more than 30 countries and across all industries, Netigate helps organisations gain valuable insights, make better business decisions and improve processes.