

## Topshop analyses target group preferences with the aid of Netigate

Topshop is an international chain and its business concept is to supply the latest fashions at reasonable prices.

In Sweden, Topshop is run by Trenor AB, a fashion company that specialises in running brand stores as a franchisee. Trenor also runs Topman in Sweden, which sells trend-setting fashion aimed at young men.

### Responds to target group preferences

When Topshop wanted to conduct a market survey to find out the opinions of its target group, the company turned to Netigate for help.

The survey was conducted using panellists from Cint and was sent out to women between the ages of 18 and 35 years in Stockholm and Gothenburg. The survey asked, among other questions, which newspapers the target group preferred. The results enabled Topshop to see which newspapers the target group read the most and consequently to focus advertising on these publications and so exclude any irrelevant ones.

*"By determining the preferences of our target group in terms of newspapers, we now know more clearly which ones it is worth advertising in, which makes our marketing more effective."*

### Positive feedback as proof of a good job

The survey responses also provided Topshop with a lot of positive feedback. There were high marks for staff offering a friendly greeting, for instance, which could then be used to give employees a boost and more concrete positive feedback that they are doing a good job.

*"The results are proof that we are doing things right and just having that confirmed is a huge advantage. That was perhaps the most important lesson we took from the results."*

### Flexible tool

Netigate is perceived as a very flexible tool, meaning you have a free hand in terms of the material you produce.

*"The ability to view the results in a PowerPoint presentation made reporting them a very straightforward process."*

## TOPSHOP

*"The responses to the survey produced results. We used them to tailor our marketing activities and so better reach our target group."*



Åke Hellqvist  
CEO  
Topshop, Sweden

### About Netigate

Netigate is a leading European provider of cloud-based services for online surveys that are primarily used to capture and act on feedback from customers and employees. With more than 2,000 customers in over 30 countries and within all industries, Netigate helps organisations to gain valuable insights and make better business decisions.