

Jetzt Fan werden! ↗ Als Erster von Tests erfahren!

FutterTester✓de



✓ Jetzt anmelden und kostenlos Futterproben testen!

Futtertest
Registriere Dich jetzt und teste kostenlose Futterproben! Nachdem Du Dich und Deine tierischen Lieblinge angemeldet hast, kann es losgehen.

Futtercheck
Du bist der Experte! Berichte von Deinen Erfahrungen mit unterschiedlichsten Futtermitteln. Zum Abschluss bewertest Du das Futter. Hier zählt Deine Meinung!

Futterclub
Jetzt anmelden und Vorteilsangebote sichern! Als FutterTester kannst Du Rabatte und Einkaufsvorteile diverser Kooperationspartner nutzen.

Forum
Kommt mit anderen FutterTester-Usern ins Gespräch. Tauscht euch aus. Über Futter unterschiedlichster Art - und vieles mehr.

Fragen
Stellt in der Community die Fragen, die euch rund um eure Heimtier beschäftigen und teilt euer Wissen. Hier gibt's interessante Infos und Tipps.

www.futtertester.de

FutterTester✓de



Your FutterTest –
Our evaluation for you

About FutterTester.de

FutterTester.de is the first independent German referral marketing website for pet food and accessories that connects marketing, product advertising and market research.

FutterTester.de offers a "win-win-win situation" for businesses, retailers and consumers.

FutterTester.de

- is independent.
- is the community by consumers for consumers.

The users are the experts on FutterTester.de.

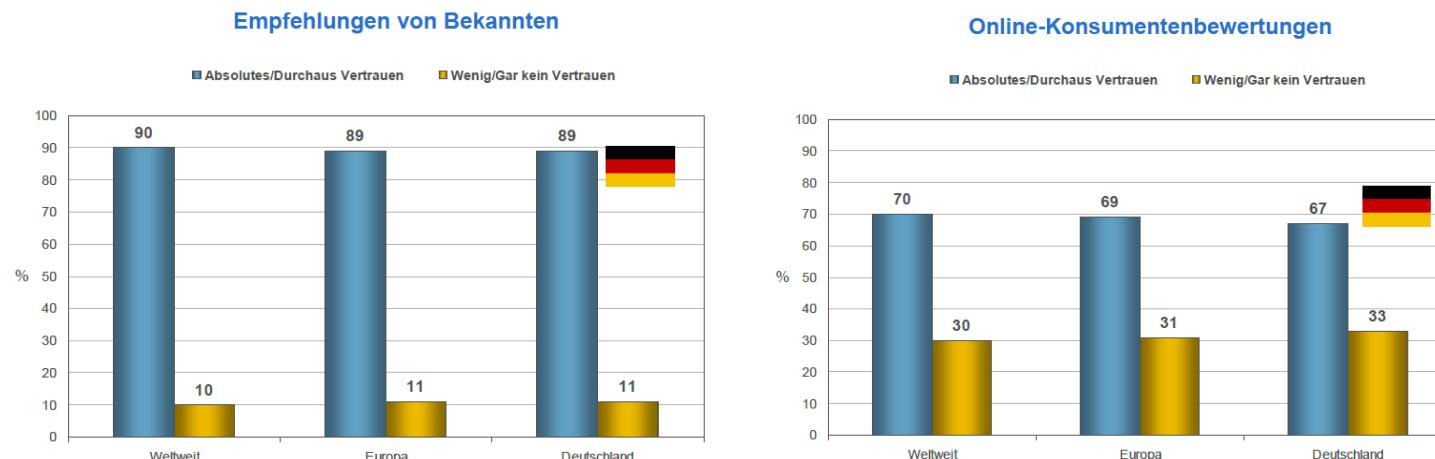
The community was founded in October 2010. Since then it has developed to a fast-growing website with community features within a short time.

Good preconditions...

The preconditions for **FutterTester.de** are very attractive. Because:

89 percent of the German consumers rely on recommendations of friends.*

67 percent rely on online consumer reviews.*



According to Nielsen Consumer Research, the increase of user-generated online content contributes to the fact that consumers continue and even increasingly rely on word-of-mouth advertising.

* Source (results/graphics): Nielsen Consumer Research, 2009. Determined in the international survey "Global Trust in Advertising". 25,000 online users were surveyed.

Good preconditions...

The preconditions for a community like [FutterTester.de](#) are very attractive. Because:

Some consumers rely even more on online recommendations of other users than on the advice of friends.

Example – holidays:

If you want to book a trip, the reviews of other travellers on online platforms, are the most important basis for decision. 43 percent of Germans trust online customer reviews when choosing a destination or accommodation. The opinion of strangers weighs even more than the advice of friends and acquaintances. Only 18 percent think that the recommendation of friends weighs more concerning holiday booking.*

* Source: "PR Professional" / Faktenkontor GmbH

About FutterTester.de

FutterTester.de offers several advantages to the following target groups

Industry

- consumer opinion
- advertising for products
- set topics by a test (dental hygiene, food intolerances etc.)
- information for development/promotion of products
- quality seal for your marketing
- counterpart to the German "Stiftung Warentest"
- no divergence loss
- community with good publicity for smaller, innovative manufacturers without big marketing budgets
- cost-effective, targeted sampling

Retail

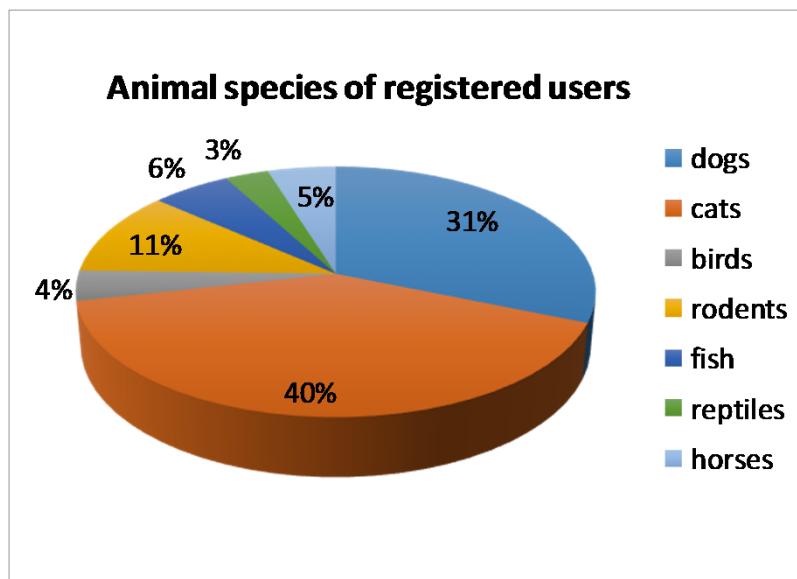
- The idea to make online trends available for retailers (concerning products and issues discussed).
- independent consumer opinion
- strengthening of the specialized retail
- use of knowledge for the own product line design
- possibility of a coupon campaign for online shops
- Information and topics of FutterTester.de are freely available and usable.
- Successfully tested products can be advertised with the quality seal.

Consumer

- free samples
- independence and credibility of the website
- vouchers from online stores (shopping benefits)
- Say your opinion about food products, let the producers know what you think.
- being an "expert"
- influence on product development
- communication with other users
- fun factor (e.g.: food tester of the week on Facebook/"Black Stories"/Question of the week etc.) and social media interaction.

Rapid growth

- FutterTester.de is a rapidly growing community.
- over **25.100** FutterTester (users) are registered at the moment.
- over **66.900 Pets** are already registered at FutterTester.
- more than **13.200 fans** on Facebook.



FutterTests – an example

- Step 1: A food test is announced.

Your advertising possibilities:

commercial presentation on the website, mailings,
announcements on Facebook.

- Step 2: The users, selected by the type of animal, will receive an invitation by e-mail.

- Step 3: After the registration period, the test packages will be send to the users. The users get a letter with an explanation of the test and information about the product. The users have to answer a questionnaire within a certain period of time. Otherwise they will be excluded from future tests.



Durchsch. Bewertung: 8,5

Tags: Toilette geruchsbindend Kompostierbar Klumpstreu Ergiebigkeit
CatOkay Katze biologisch pflanzlich Katzenstreu

Melde Dich jetzt zum FutterTest an! Die insgesamt 100 freien
FutterTester-Plätze werden unter allen Anmeldungen per Losverfahren
vergeben.
Wenn Du es auf die Teilnehmerliste geschafft hast, erfährst Du es per E-Mail.

Es gibt keinen Anspruch auf einen Testplatz. Der Rechtsweg ist ausgeschlossen.

FutterTests – an example

- Step 4: The users have to fill out the questionnaire within two weeks.
Registered users will receive an e-mail reminder before the end of the test period.

Each user has to rate the product on a scale of 1 to 10 stars.

It is also possible to book a "hidden test" where the users do not see the result of the test.

This is a good tool for testing new products.

Vorschau Bewertungsbogen:

Kanntest Du das Produkt bereits vor unserem Katzenstreu Test? *:

- Ja
 Nein

Wie gefällt Dir die Optik und Aufmachung der Verpackung? *:

- Sehr gut
 Geht so
 Nicht gut

Wie gefällt Dir der Duft der Katzenstreu? *:

- Sehr gut
 Geht so
 Nicht gut

Hat sich Deine Katze in der Streu wohlgeföhlt? *:

- Ja, sehr
 Geht so
 Gar nicht

Wie warst Du insgesamt mit der Streu zufrieden? *:

- Sehr zufrieden
 Geht so
 Gar nicht

Wie hast Du die Saugfähigkeit von CatOkay Organic empfunden? *:

- Sehr gut
 Geht so
 Nicht gut

Wie beurteilst Du die Klumpeigenschaft der Streu? *:

- Sehr gut
 Geht so
 Nicht gut

Bitte beurteile das Staubverhalten: *:

- Staubt wesentlich
 Staubt kaum
 Staubt garnicht

Wie beurteilst du den "Strandeffekt" (Wie stark wird das Material aus der Toilette herausgetragen und verstreut)? *:

- Sehr akzeptabel
 Akzeptabel
 Nicht akzeptabel

FutterTests – an example

- Step 5: The results of the test will be published. The results are visible for all users and can be commented in the chat forum.

Previously, you will receive the evaluation of your test (Excel-Sheet).

- Step 6: To get opinions that can be used for your marketing, it is also possible to get text comments. These are collected anonymously.

CatOkay Organic besteht aus 100% natürlichen Pflanzenfasern und ist biologisch abbaubar. Wie wichtig ist Dir das? *:

- Sehr wichtig
 Weniger wichtig
 Nicht wichtig

CatOkay Organic kann man über die normale Haushaltsttoilette entsorgen. Wie wichtig ist Dir das? *:

- Sehr wichtig
 Weniger wichtig
 Nicht wichtig

Durch die praktische 8 l Packung ist die Streu leichter zu tragen. Wie wichtig ist Dir dieser Punkt? (4 kg Gewicht)*:

- Sehr wichtig
 Wichtig
 Unwichtig

Würdest Du die Katzenstreu nach unserem Produkttest kaufen? *:

- Ja
 Nein
 Vielleicht

Würdest du CatOkay Organic Katzenstreu weiterempfehlen? *:

- Ja
 Nein
 Vielleicht

Welche Art von Streu verwendest Du üblicherweise? *:

- Klumpstreu
 Saugstreu
 Keine/andere Streu

Wie beurteilst Du den Verbrauch des Produktes? *:

- Sehr gut, da sparsam
 Durchschnittlicher Verbrauch
 Schlecht, da hoher Verbrauch

Wie beurteilst Du die Qualität des Produktes? *:

- Sehr gut
 Geht so
 Nicht gut

Wo kaufst Du normalerweise Streu für Deine Katze? *:

- Lebensmittel-Einzelhandel
 Internet
 Drogerien
 Baumarkt
 Sonstiges

Welche Anmerkungen hast Du zu CatOkay Organic? Welche Beobachtungen?:

FutterTests – An example

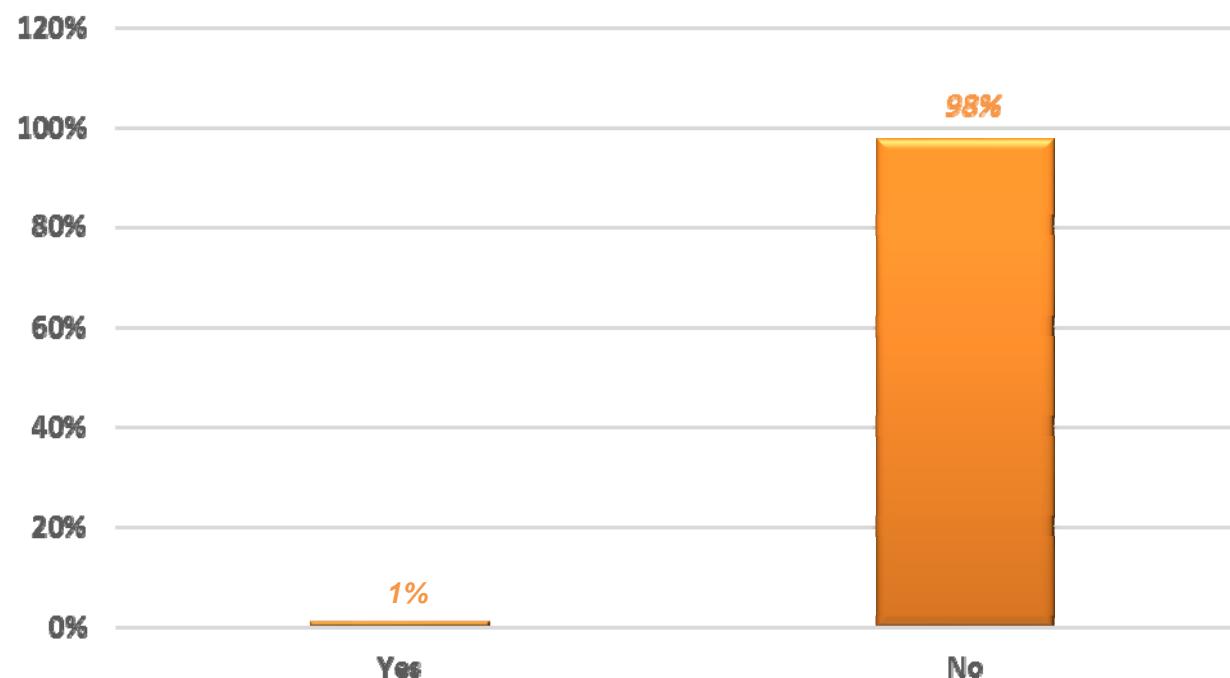
- Step 7: Use the FutterTester quality seal, the results and user-comments for your marketing. Moreover you can use the material for the wholesale, the retailers, your field service and – naturally – for advertising that concerns the consumers.
- The quality seal can be used for print and online advertising (website etc.).



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

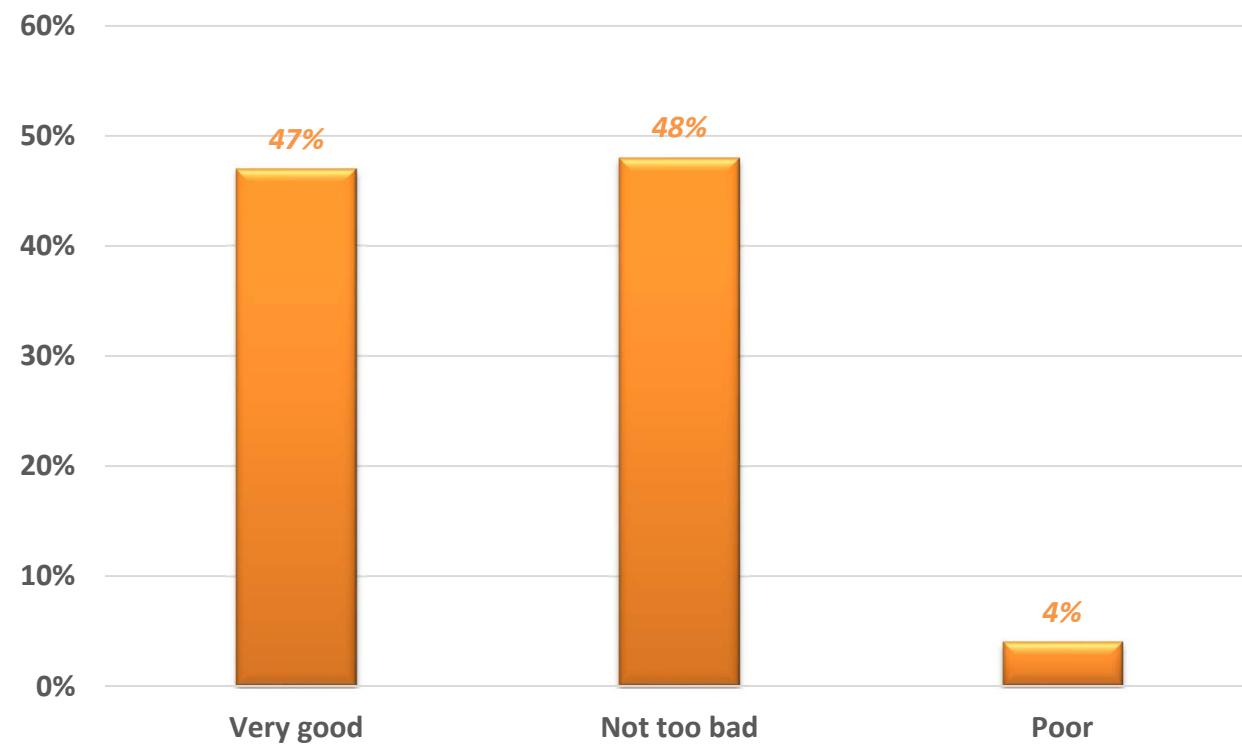
Did you know the product before our cat litter test?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

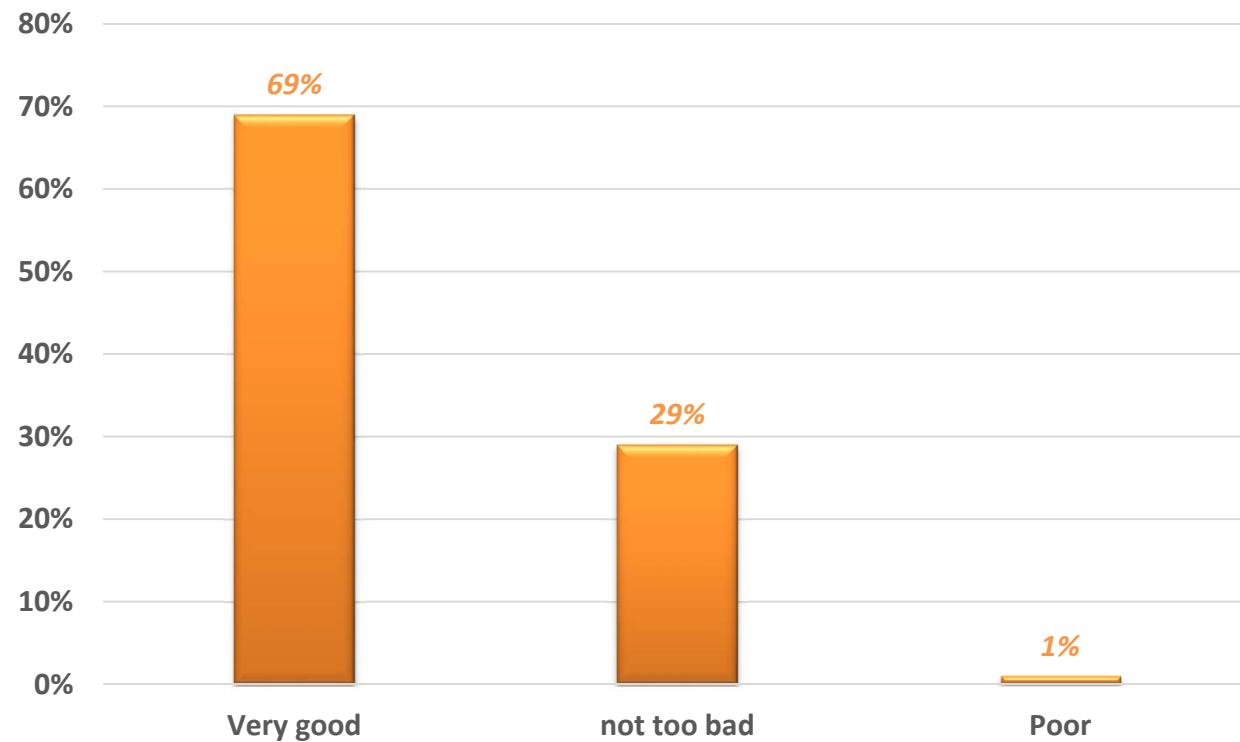
How do you like the design and packaging?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

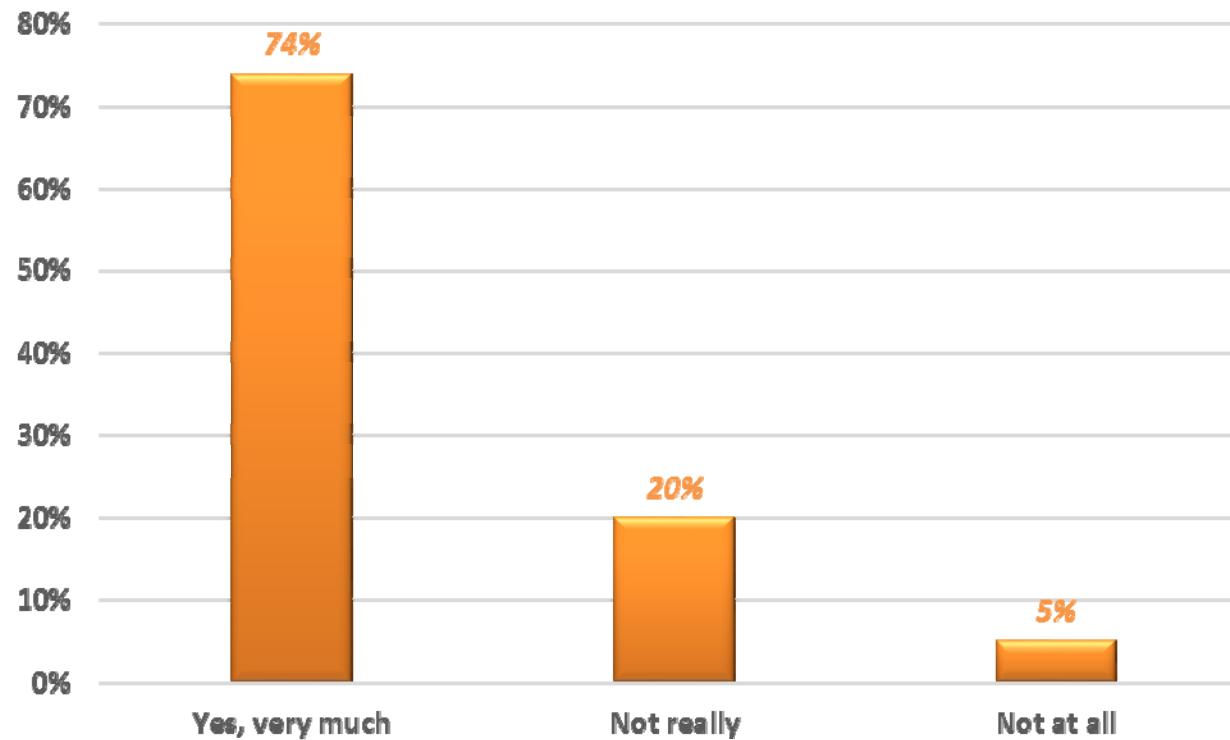
How do you like the scent of the cat litter?



Evaluation of the cat litter „CatOkay Organic“

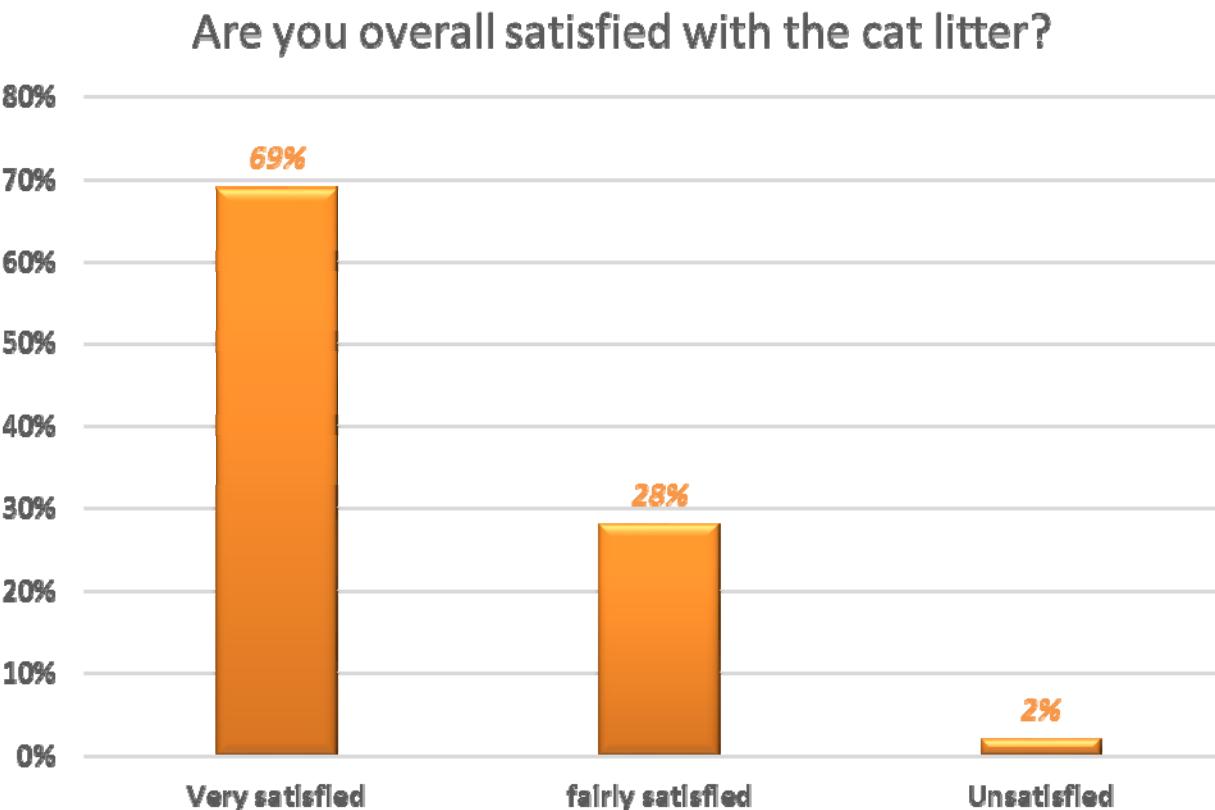
Your evaluation of the cat litter test from „CatOkay Organic“

Did your cat feel comfortable in the cat litter?



Evaluation of the cat litter „CatOkay Organic“

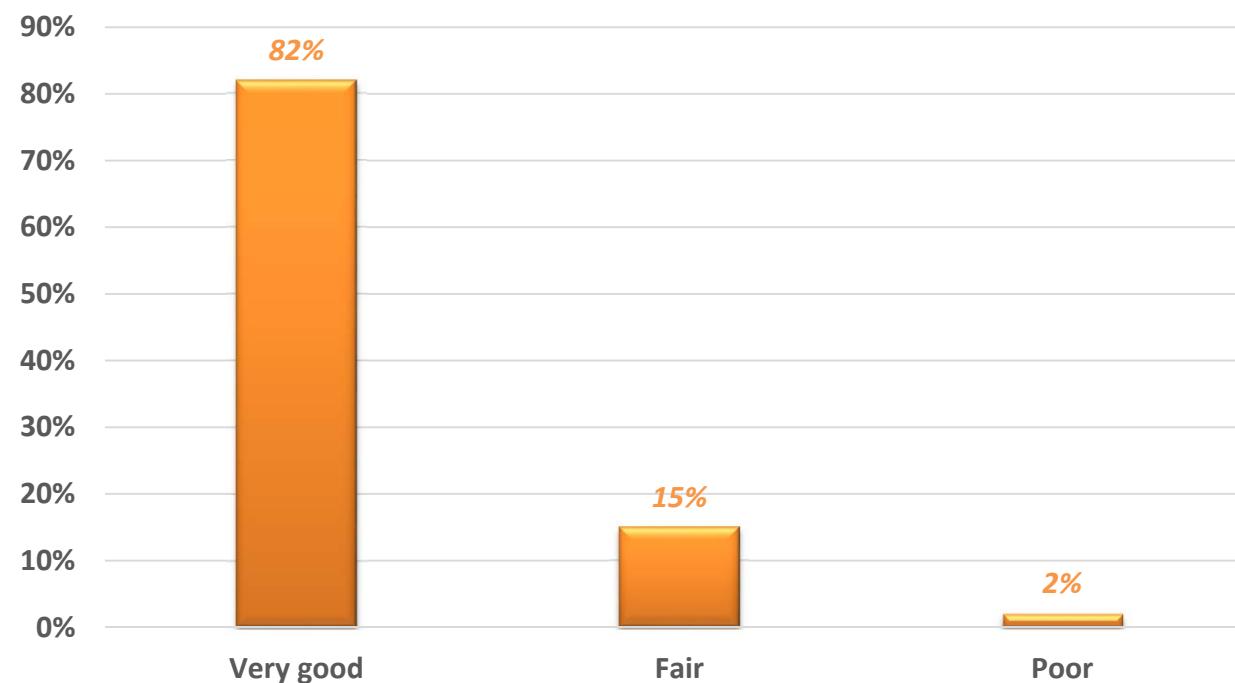
Your evaluation of the cat litter test from „CatOkay Organic“



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

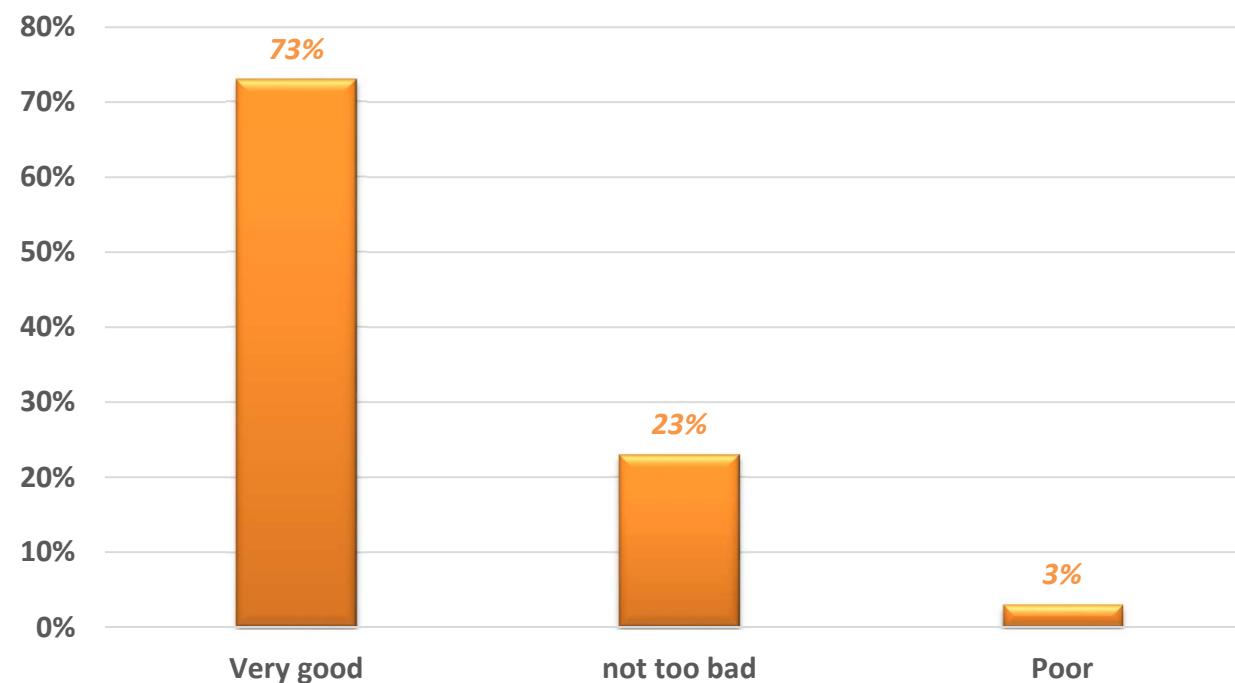
How did you perceive the absorbency of the cat litter?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

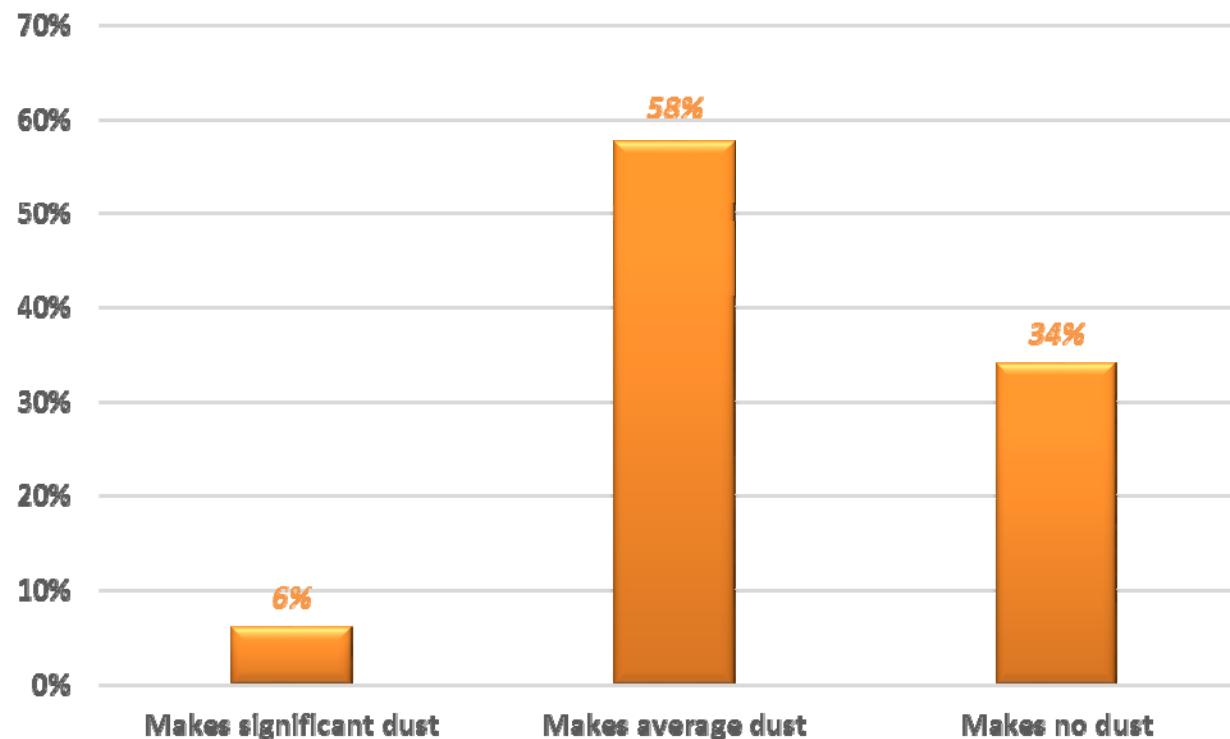
How do you evaluate the clumping of the cat litter?



Rating of the cat litter „CatOkay Organic“

Your rating of the cat litter test from „CatOkay Organic“

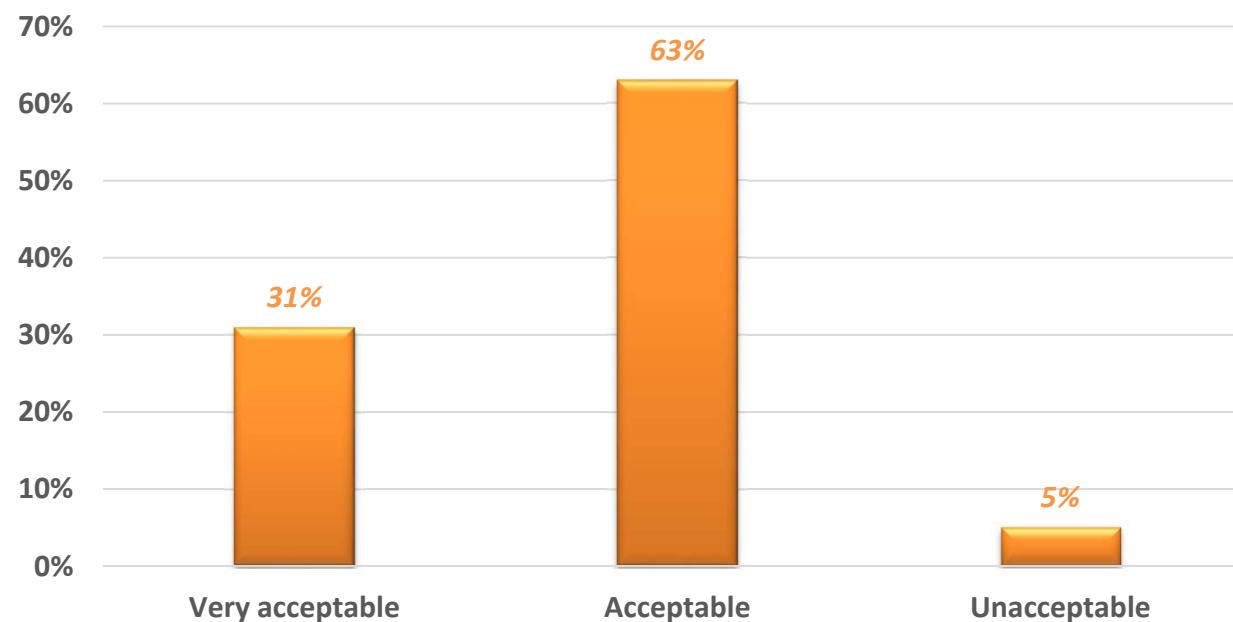
Please evaluate the dust generation:



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

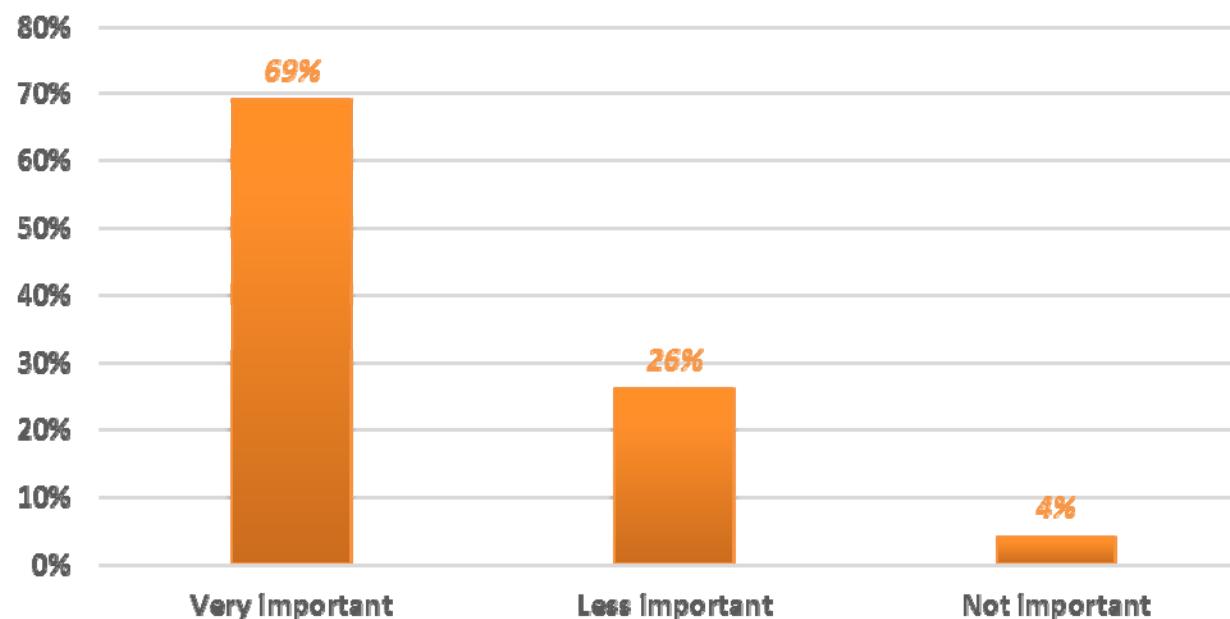
How do you evaluate the effect that materials are carried outside the litter box and scattered around?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

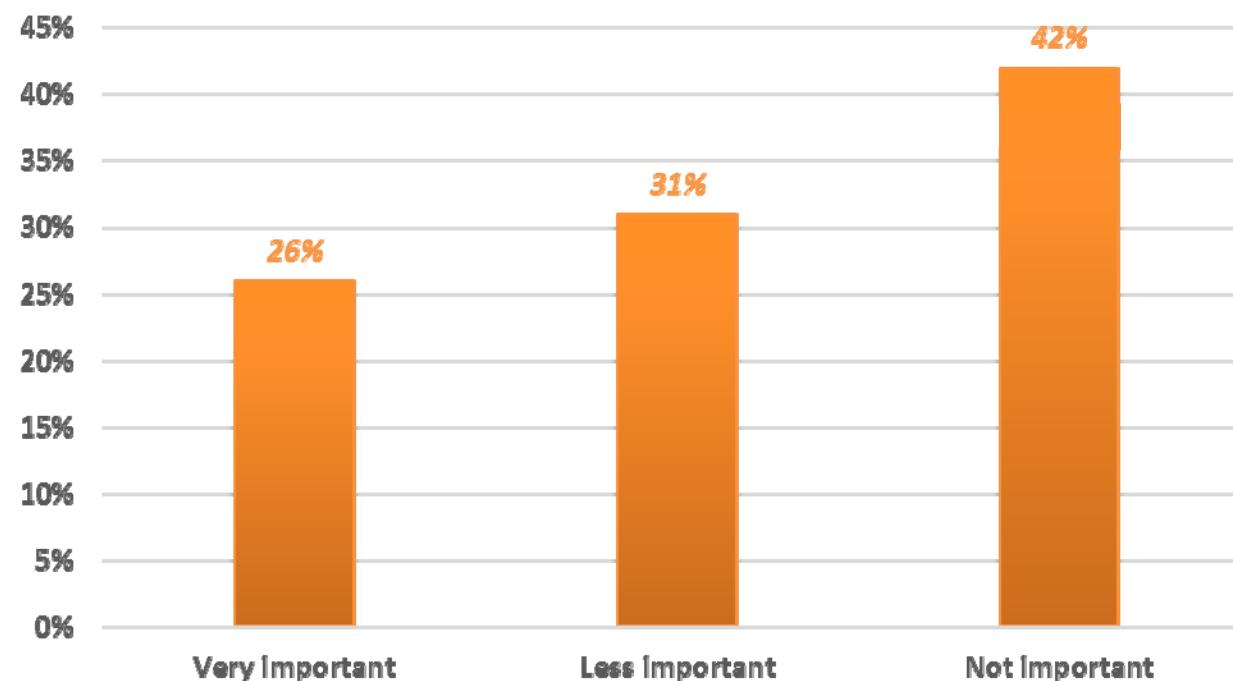
CatOkay Organic is biodegradable and made of 100% pure cereal fibres. How important is that to you?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

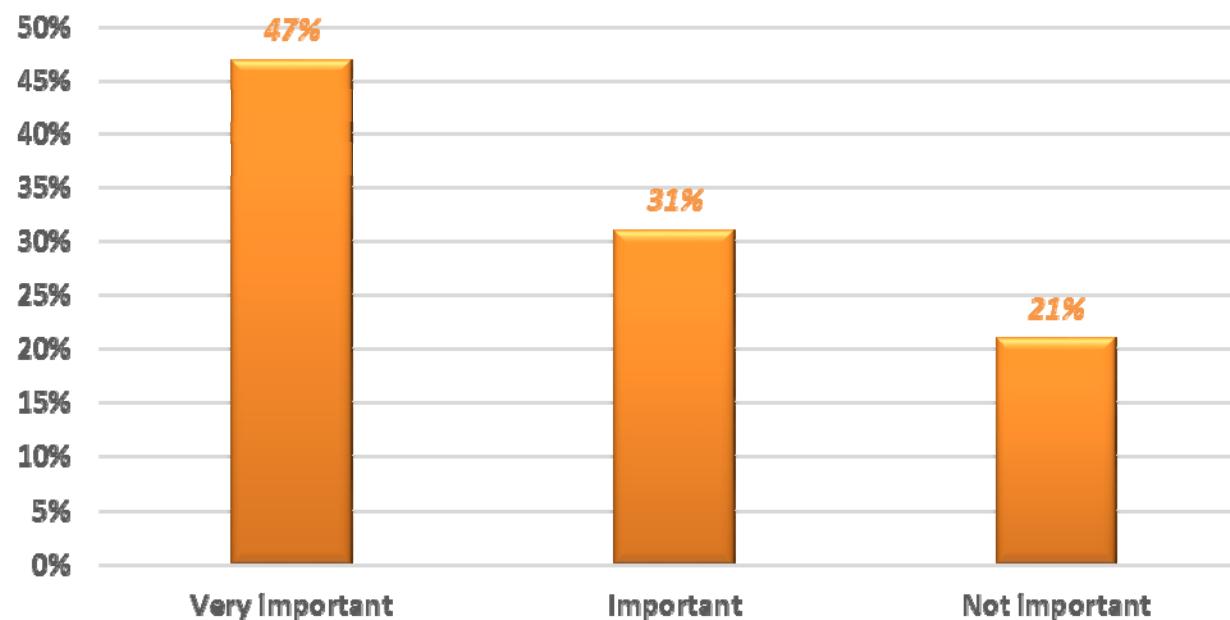
CatOkay Organic can be disposed of in the toilet.
How important is that to you?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

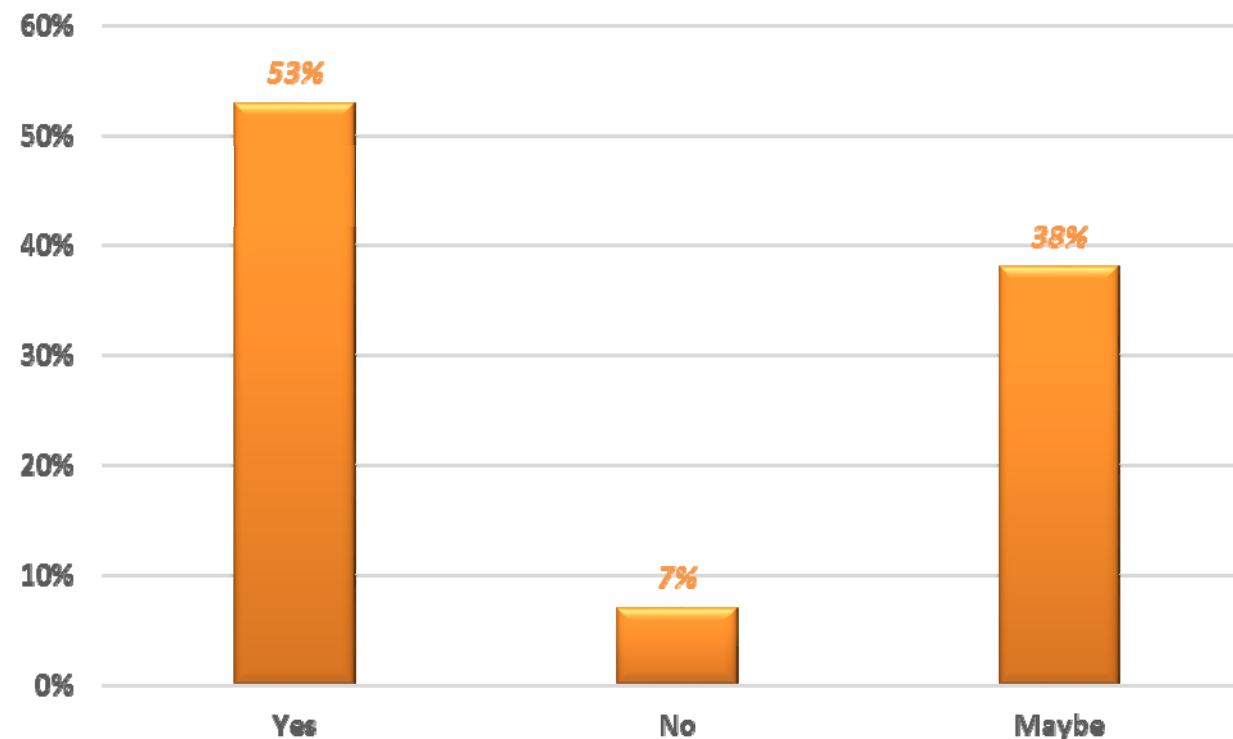
Due to the 8L package CatOkay is light to carry.
How important is that to you? (weighs about 4,5 kg.)



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

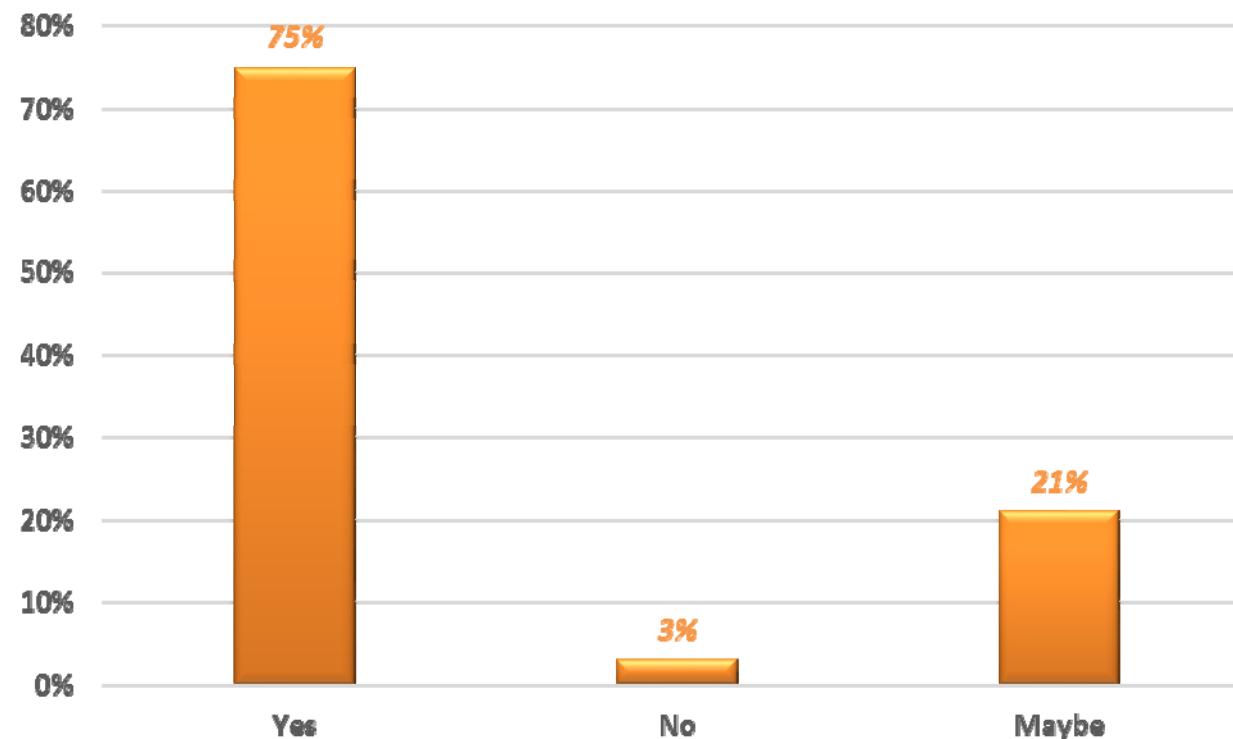
Would you buy the cat litter in the future?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

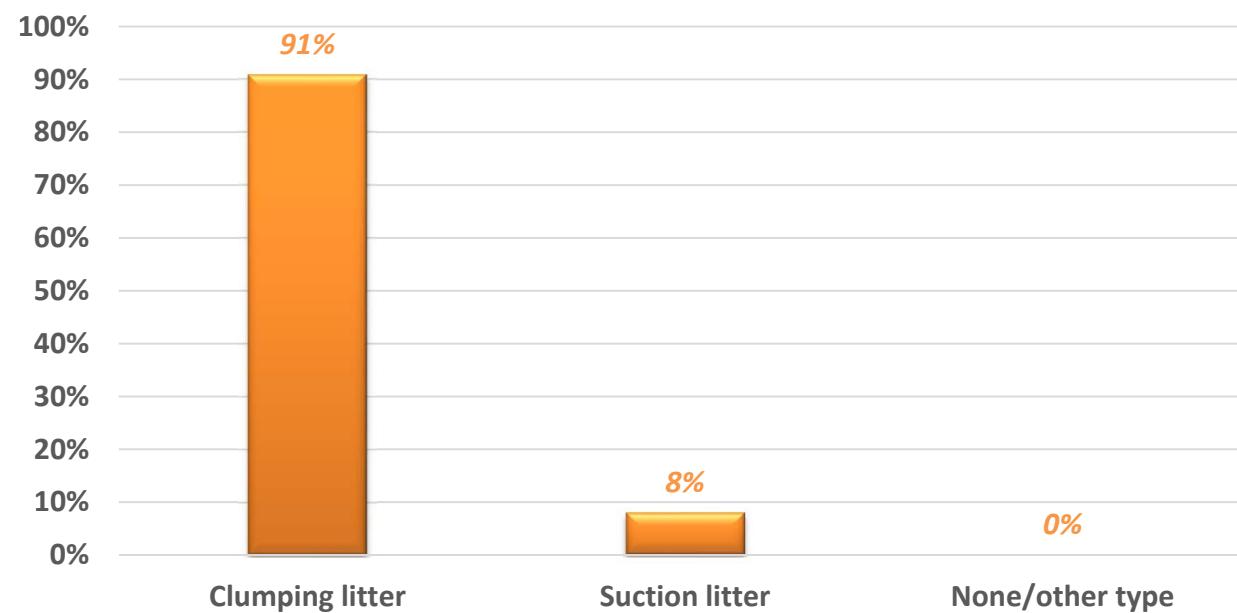
Would you recommend CatOkay Organic?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

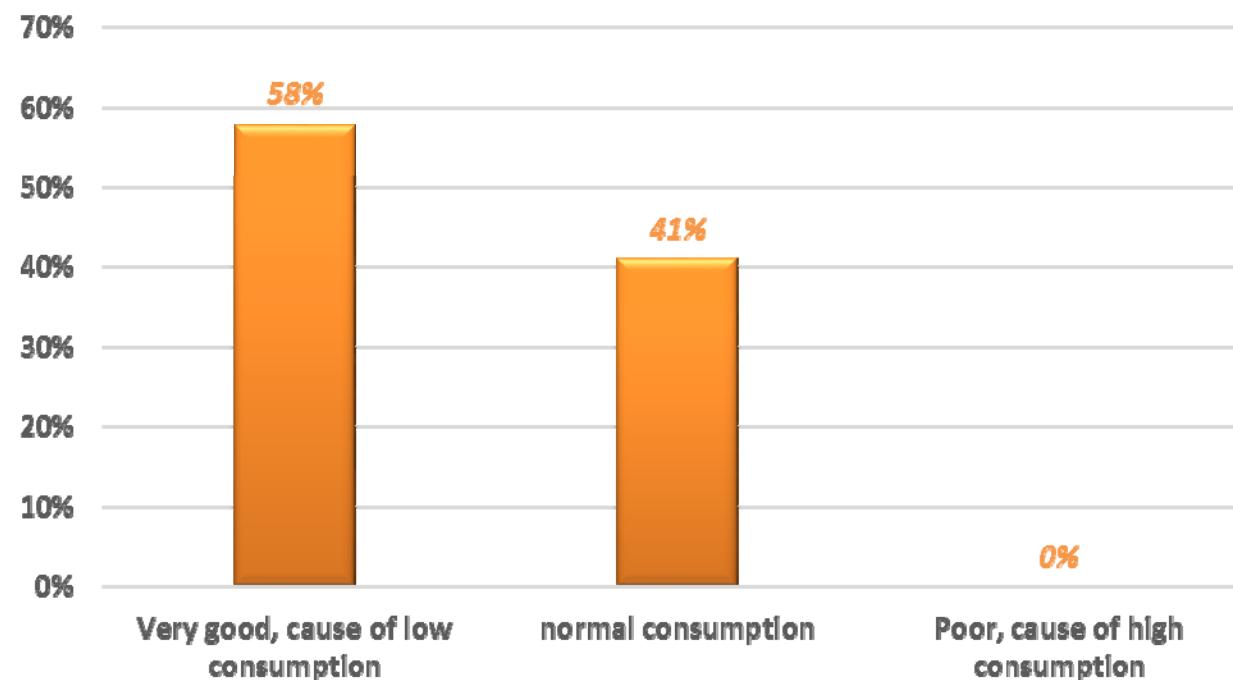
What kind of cat litter do you normally use?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

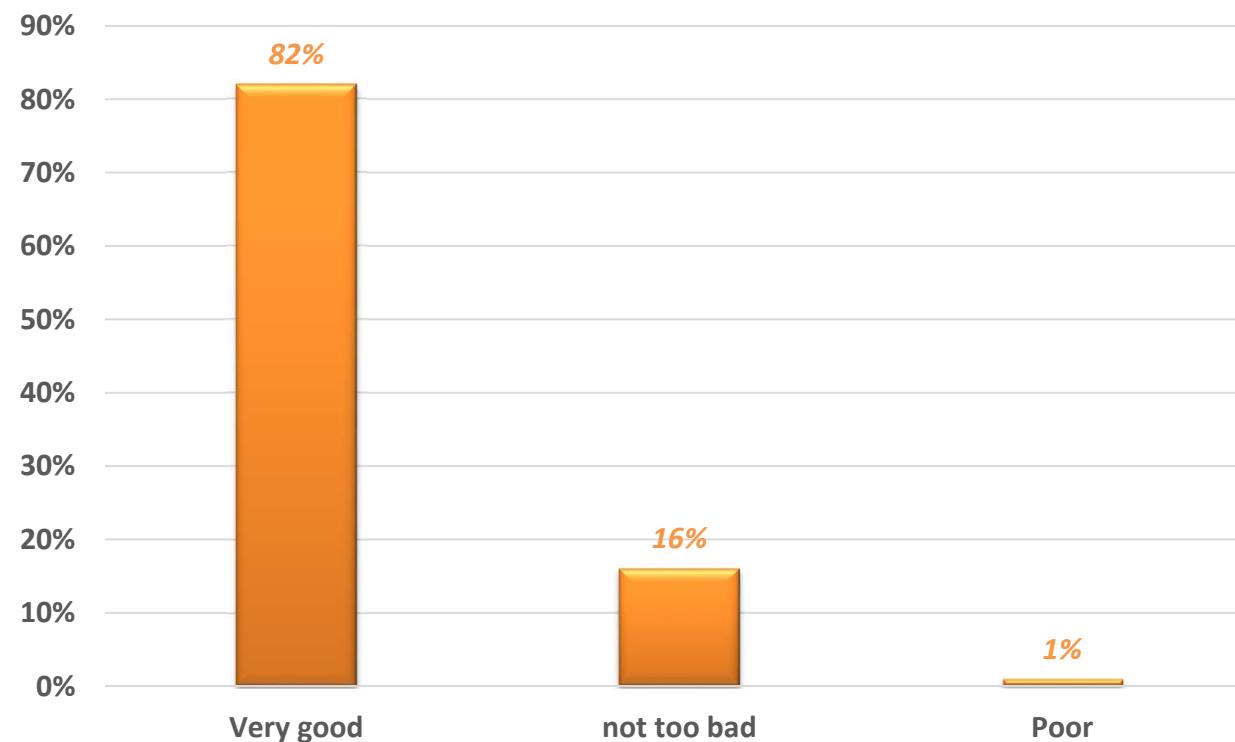
How do you evaluate the consumption of the product?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

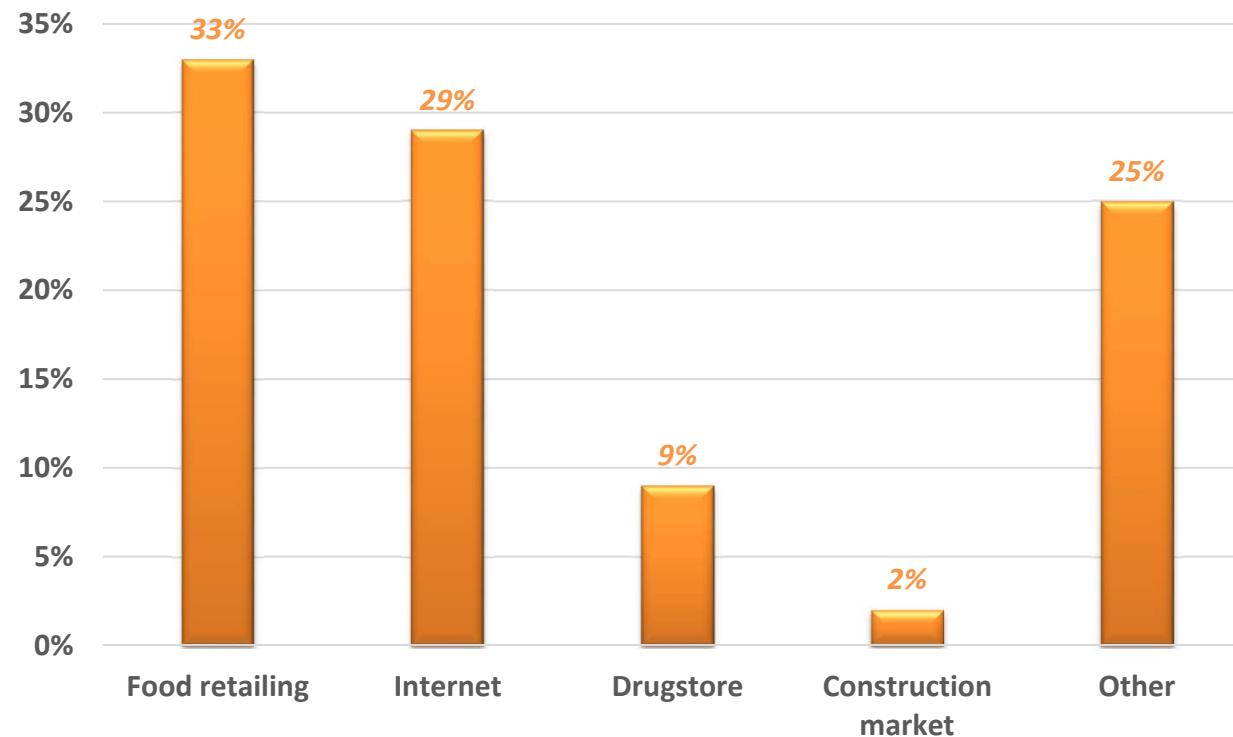
How do you evaluate the quality of the product?



Evaluation of the cat litter „CatOkay Organic“

Your evaluation of the cat litter test from „CatOkay Organic“

Where do you normally buy your cat litter?



Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„Great product and package. Cat felt very comfortable. Absolutely recommendable.“

„I will recommend the product for sure. 10 stars!“

„Really nice cat litter, pleasant odour, which reminds me of semolina pudding. I have four cats and the smell is still pleasant. The toilet is easy to clean, cause the clumping is really good. Loose litter falls off easily, therefore the consumption is lower. I would buy the cat litter immediatly, I am totally convinced.“

„Very natural, no factitious design!“

„The cats and the owner are really pleased ☺. It is really recommendable.“

„I am really pleasantly suprised at this product.“

„The material sticks to my cats paws and gets scattered around easily this way. Overall I have to say, that this cat litter is indifferent compared to other premium cat litters.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„I like the fine grain since it is soft and pleasant for the paws. It smells nicely and does not scatter around the apartment. I do not like that it really sticks to the ground, even when you fill the cat toilet completely. The clumping is good but like I said before, it sticks. That is a reason for not buying it. Another thing I did notice, is that it makes no dust when the cats scrabble but if I go through the cat litter with my hand, the hand is covered allover with dust. Since my cat is sensitive and has to cough when there is dust, that would be another reason for probably not buying it. All in all I think it is very good cause it is light and economical. There are only these small details mentioned before which need to be improved.“

„I am an owner of three cats and unfortunately all cats decided to not like the cat litter. That is why my rating was not that good. But I can imagine that other participants will be satisfied. Cats are really stubborn :-).“

„The cat litter is a bit heavier than other litters. That is probably the reason it scatters around less. Unfortunately my cats do not like it as much as me. Therefore I would not buy it.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„The appearance could be improved.“

„Personally I like the cat litter very much. However my cats did not accept it. I think that the cat litter is probably too fine for them. They are used to coarse grade cat litter. Therefore they went outside to go to the toilet.“

„The cat litter smells pleasant and natural. Unfortunately my cat was of the same opinion and wanted to eat the cat litter. That would be really dangerous. The usage of the cat litter is less than the usage of our normal cat litter. The acceptance isn't that good. Even when the cat toilet was filled completely, some litter stucked to the ground of the cat toilet. We prefer sticking with old cat litter.“

„Maybe I just need a new shovel, so I won't take so much litter out.“

„We were very satisfied, owner and cats. Thank you very much that we could participate in the test.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„I am surprised that so little cat litter can be that economical. It contains all the elements for a good cat litter. It is really recommendable.“

„The litter is really fine and economical.“

„The litter does not stick to the cats paws, it has a good absorbency and is easy to sieve.“

„The change from normal clumping cat litter to vegetable clumping cat litter can take some time. Meanwhile they accept to go to the „new“ toilet. We are really pleased about far lighter garbage bags.“

„Normally my cat covers her ‘business’, but not when I use the new cat litter. I think it is because of the smell, which reminds me of litter for small animals. Another negative point is the simple design, it wouldn't get my attention in any store.“

„Minus point: the urine clumps stick to the ground of the cat toilet and are hard to remove.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„I would like to have more fragrances.“

„There must be more content, so that the urine does not stick to the ground of the cat toilet. The odour is really pleasant.“

„I did not know the brand but I am positively surprised. I already like the package design: finally paper and no plastic! The package is easy to open and in terms of design very simple .. fully adequate!“

„It really smells of grains.“

„The litter is a bit too lightweight – our cat has completely tipped over with the whole cat toilet a few times.“

„First, I was really skeptical if it will work because the litter is really fine and small. I filled one cat toilet with the new cat litter and one with the cat litter we usually use and I waited 3 days. Result: It gets scattered around less, it smells much better, the clumps are finer and form better sticky clumps. Therefore it is much more economical. I love the cat litter and I really want to buy it but I do not know where.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„For faster habituation I mixed the litter with the previous litter. That worked very well. Even the pleasant odour could pervade.“

„The cats accept the litter without hesitation, normally this is not the case.“

„I liked the cat litter very much.“

„Great product, my cat is of the same opinion.“

„I like the easy package but there should be more detailed material information (maybe on the backside of the packaging).“

„It's the best litter I ever had: it is extremely absorbent and economical, light, odour-binding and my cat just loves it.“

„I like the litter very much, caue it is very economical in use and has a pleasant odour. Due to the compact clumps the cat toilet is easy to clean.“

„Maybe there should be a hint that there are grain fibres inside. Allergy sufferers may react strongly. Bigger packages for the owner of more than one cat, similary to products like Cats Best Öko Plus.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„Unfortunately I cannot evaluate the cat litter, because my cat used the cat toilet only once (outdoor-cat).“

„Our cat immediately accepted the cat litter and feels very well. I am delighted with that.“

„My cat accepted it really well.“

„My cats liked it very much.“

„The remaining litter begins to smell after some time.“

„It was a pleasure for me and my cats.“

„I am completely satisfied. I will buy it for sure.“

„<http://testwoman.de/catokay-organic-katzenstreu-im-test-dank-futtertester-de/>“

„8 L are not enough to fill our cat toilet completely. For a complete filling I nearly needed 2 packages.“

Evaluation of the cat litter „CatOkay Organic“

Which comments do you have? Did you make important observations? (Voluntary):

„My cats were sceptical in the beginning because it is coarser than their usual litter. I like the package because it is easy to carry. Although my cats trash around in the litter there not much lying around afterwards. After one day my cats liked it very much. My cats even like to lay in it to cool down :).“

„My cat refused the cat litter.“

„I am positively surprised and satisfied with the product.“

„An excellent cat litter.“

„The female cat feels very comfortable, the male cat does not like it.“

„My cats felt really comfortable with the product: therefore I will continue buying it.“

Evaluation of the cat litter „CatOkay Organic“



Auswertung

Kanntest Du das Produkt bereits vor unserem Katzenstreu Test?

Ja	1	1%
Nein	94	98%

Wie gefällt Dir die Optik und Aufmachung der Verpackung?

Sehr gut	45	47%
Geht so	46	48%
Nicht gut	4	4%

Wie gefällt Dir der Duft der Katzenstreu?

Sehr gut	66	69%
Geht so	28	29%
Nicht gut	1	1%

Hat sich Deine Katze in der Streu wohlgeföhlt?

Ja, sehr	71	74%
Geht so	19	20%
Gar nicht	5	5%

Wie warst Du insgesamt mit der Streu zufrieden?

Sehr zufrieden	66	69%
Geht so	27	28%
Gar nicht	2	2%

Wie hast Du die Saugfähigkeit von CatOkay Organic empfunden?

Sehr gut	78	82%
Geht so	15	15%
Nicht gut	2	2%

Wie beurteilst Du die Klumpeigenschaft der Streu?

Sehr gut	70	73%
Geht so	22	23%
Nicht gut	3	3%

Bitte beurteile das Staubverhalten:

Staubt wesentlich	6	6%
Staubt kaum	56	58%
Staubt garnicht	33	34%

Wie beurteilst du den "Strandeffekt" (Wie stark wird das Material aus der Toilette herausgetragen und verstreut)?

Sehr akzeptabel	30	31%
Akzeptabel	60	63%
Nicht akzeptabel	5	5%

Evaluation of the cat litter „CatOkay Organic“



CatOkay Organic besteht aus 100% natürlichen Pflanzenfasern und ist biologisch abbaubar. Wie wichtig ist Dir das?

Sehr wichtig	66	69%
Weniger wichtig	25	26%
Nicht wichtig	4	4%

CatOkay Organic kann man über die normale Haushaltstoilette entsorgen. Wie wichtig ist Dir das?

Sehr wichtig	25	26%
Weniger wichtig	30	31%
Nicht wichtig	40	42%

Durch die praktische 8 l Packung ist die Streu leichter zu tragen. Wie wichtig ist Dir dieser Punkt? (4 kg Gewicht)

Sehr wichtig	45	47%
Wichtig	30	31%
Unwichtig	20	21%

Würdest Du die Katzenstreu nach unserem Produkttest kaufen?

Ja	51	53%
Nein	7	7%
Vielleicht	37	38%

Würdest du CatOkay Organic Katzenstreu weiterempfehlen?

Ja	72	75%
Nein	3	3%
Vielleicht	20	21%

Welche Art von Streu verwendest Du üblicherweise?

Klumpstreu	87	91%
Saugstreu	8	8%
Keine/andere Streu	0	0%

Wie beurteilst Du den Verbrauch des Produktes?

Sehr gut, da sparsam	56	58%
Durchschnittlicher Verbrauch	39	41%
Schlecht, da hoher Verbrauch	0	0%

Wie beurteilst Du die Qualität des Produktes?

Sehr gut	78	82%
Geht so	16	16%
Nicht gut	1	1%

Wo kaufst Du normalerweise Streu für Deine Katze?

Lebensmittel-Einzelhandel	32	33%
Internet	28	29%
Drogerien	9	9%
Baumarkt	2	2%
Sonstiges	24	25%

Evaluation of the cat litter „CatOkay Organic“

Your test result: Grade „B+“



Durchsch. Bewertung: **8,5**

FutterTester – Heimtier Journal

By the way: We recently established a media-cooperation with the Heimtier-Journal by the zooma/zookauf group.

You are welcome to use the opportunity to present yourselves and your product after a successful FutterTest in the Heimtier-Journal.

Point out the characteristics and benefits of your product and have your brand name widely published.

Heimtierfutter auf dem Prüfstand
Hanseaten Nature Stixx für Kaninchen

Im Oktober 2010 startete FutterTester.de, das erste deutsche, übergreifende Testportal im Heimtierbereich, sein Angebot.

Seitdem haben Heimtierbesitzer die Möglichkeit, sich und ihre tierischen Lieblinge für Futtertests anzumelden. Nachdem in der letzten Ausgabe des Heimtier-Journals ein Katzenfuttertest vorgestellt wurde, kommen dieses Mal Nagerfreunde auf ihre Kosten.

Im Test: Hanseaten Nature Stixx für Kaninchen

200 FutterTester bekamen die Möglichkeit Hanseaten Nature Stixx in der Geschmackrichtung Löwenzahn/Karotte für Kaninchen zu testen. Die Auswertung des Tests, die mithilfe eines ausführlichen Fragebogens durchgeführt wurde, ergab für das Produkt die Gesamtnote „sehr gut“.

Testverlauf

Im Rahmen des Tests wurden unter anderem Fragen nach der Verpackung und dem Layout des Produkts gestellt, die dem Hersteller ein detailliertes Feedback liefern. Dreiviertel (75%) der Tester waren sich einig: Die Verpackung gefiel und traf den Geschmack der Zielpopulation. Auch die Akzeptanz des eigentlichen

Futtertester.de im Überblick

- Launch am 1. Oktober 2010,
- Erstes deutsches übergreifendes Testportal im Heimtierbereich.
- Registrierte Nutzer können kostenlos an Tests teilnehmen.
- Win-win-Situation: Nutzer erhalten Gratisware und entdecken neue Futterarten, die Hersteller profitieren von den anonymen Umfrageergebnissen.
- Gegründet aus der Überzeugung, dass Heimtierbesitzer am besten wissen, was ihr Tier mag und wie es auf bestimmte Futterarten reagiert.

auf die Win-win-Situation für Tester und Hersteller. Darüber hinaus bietet das Portal den Nutzern die Möglichkeit, sich in Blogs, Foren und auf Facebook rund um das Thema Heimtier auszutauschen. Wer ein Bild seines tierischen Lieblings im Portal einstellt und sich dem Urteil der FutterTester Community stellt, hat zudem jede Woche die Chance, ein tolles Überraschungspreis zu gewinnen. ♣



Contact

Are you interested in a test of your product?

We are happy to help and give advice about scope, test period and advertising possibilities.

takefive-media is responsible for the marketing of [FutterTester.de](#).

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