Market Vision Group expands into Austria with the acquisition of WhiteBox!

Market Vision Group is expanding its presence in Central Europe with the acquisition of WhiteBox by Shop Marketing, an established Austrian customer experience and mystery shopping agency based in Linz. The move brings together companies with a shared commitment to helping businesses understand their customers, improve service quality and turn insights into measurable results.

With 30 years of experience and more than 90,000 completed mystery evaluations, WhiteBox has built a strong reputation in the Austrian and German-speaking markets. Alongside its expertise in mystery shopping and market research, the company brings valuable know-how in consulting and sales training, helping clients translate research findings into better customer interactions and stronger business performance. For Market Vision, the acquisition represents a natural next step in its regional growth strategy, combining local market expertise with advanced technology and international project capabilities.

Stronger regional presence, more opportunities for clients

With WhiteBox joining the group, Market Vision now operates across Czechia, Slovakia and Austria, covering a combined market of approximately 25.5 million people. The group brings together local teams in Prague, Bratislava, Prešov and Linz, supported by its own technology company, Future Rockstars.

What does this mean for our clients?

- **One partner across multiple markets.** Seamless coordination of international research projects, backed by local teams who understand the specifics of each country.
- **Access to advanced technology.** WhiteBox clients can benefit from Market Vision's proprietary SPRING platform, mobile applications, automated reporting and BI dashboards.
- **Stronger consulting and training capabilities.** Market Vision clients gain access to WhiteBox's expertise in turning research insights into practical improvements in sales and customer service.
- **Greater capacity and broader expertise.** An expanded network of mystery shoppers and researchers supports larger projects across mystery shopping, mystery calling, retail audits, POS checks and customer research.

Beyond mystery shopping: turning insights into action

While mystery shopping remains a core strength of both companies, the combined group offers much more.

Market Vision's portfolio includes feedTRACK, a real-time customer feedback solution, as well as advanced competitive intelligence tools. e-CIM helps businesses monitor market activity, products, campaigns and competitor communication, while dMONITOR tracks competitors' direct marketing activities across multiple channels. Together with WhiteBox's consulting and training expertise, these solutions enable clients to go beyond collecting data and use insights to improve customer experience, sales performance and competitive positioning. The acquisition also creates new opportunities to bring these technologies and services to clients in Austria.

Combining international experience with local expertise

Market Vision has extensive experience supporting major international brands across sectors such as telecommunications, banking, automotive and insurance. As many of these businesses operate across multiple Central European markets, the ability to deliver consistent research methodologies, reliable data and locally relevant insights is increasingly important. By joining forces with WhiteBox, the group strengthens its ability to support both existing and new clients across borders without losing the local knowledge and personal approach that make a difference.

Shared standards

Both Market Vision and WhiteBox are members of MSPA Europe/Africa (www.mspa-ea.org), the professional association for the mystery shopping industry. Membership means we both follow the highest quality standards and the association's code of ethics, from how we recruit and train shoppers to how we protect data and report results. And we don't just pay the membership fee. Market Vision has been one of the association's Elite members for 10 years and is actively involved in its work, including on the board.

A new chapter, with the same people and commitment

WhiteBox will continue operating under its established brand in Austria, with the same team, familiar contacts and commitment to its clients. Over the coming months, both companies will focus on connecting their technologies, sharing expertise and developing new opportunities together.

"We've known WhiteBox for years and have always respected the way they work. They share our commitment to quality, strong client relationships and delivering real value. By joining forces, we can offer something neither company could achieve on its own: broader regional capabilities combined with the local expertise and personal approach our clients value."

Martin Hrehovčík
Owner, Market Vision Group

"Joining Market Vision Group opens up exciting new opportunities for our clients. We can now offer a much broader portfolio of services, advanced technology and international project capabilities, while continuing to do what we do best: staying close to our customers and helping them achieve better results."

Erwin Opperman
Managing Director, WhiteBox by Shop Marketing

The acquisition marks the beginning of a new chapter for both companies — built on shared values, complementary strengths and a common ambition to help businesses deliver better customer experiences.

Welcome to Market Vision Group, WhiteBox!