

# When you need to understand your audience, expand markets or test concepts.

Research provides valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans. Often the research can be released as an industry study – establishing your brand as an authority, which is also great for upgrading website content.

## SIMPLE DETAILS

Produced by accredited research experts

Custom research built for your needs

Online method preferred, but other options are available upon request

Management of all phases included

Includes survey, data analysis and results

## ADDITIONAL SERVICES

### Content

Create white papers or infographics to share knowledge and gain thought leadership.

### Strategic Insights Study

Combine research & SIS for an in-depth look at your industry.

### Webinar

Promote valuable insights gained from the research to a Informa audience to gain leads.

## USEFUL FOR

Brand perception studies

Features/functionality

Buying patterns

New product concept surveys

Thought leadership



## No. 1 Initiative

that B2B marketers are working on now is creating engaging content.