

When You Need To Understand Your Audience, Expand Markets Or Test Concepts

Custom Research

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. By conducting custom research you can learn the customer’s perception of your brand, their buying patterns, and the features or functionality they most desire.

You receive:

- Custom research built for your needs by accredited research experts
- Email and online method of data collection, with other options available upon request
- Management of all research phases
- Survey, data analysis and results

Useful For:

- Brand perception studies
- Features/functionality
- Buying patterns
- New product concept surveys
- Thought leadership



B2B marketers who have a strategy are more effective and less challenged with every aspect of content marketing

Complimentary Solutions

Content

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

Strategic Insight Study

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

Webinar

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