

Learn Insights From Buyers & Decision Makers In Real-Time

Online Focus Groups

An online focus group gives you the insights of an in-person session while allowing clients and participants to simply log in from their desks, saving time and resources. The sophisticated online platform allows moderators and clients to view the participants in one consolidated screen, capturing all reactions. Through our Online Focus Groups you can gain knowledge on product or service perception, website feedback, industry trend influencers, and business pain points.

You receive:

- One moderator, up to 8 participants
- One session, 60-90 minutes in length
- Set up, moderator training and assistance conducting the session
- Analysis of results, link to recorded sessions
- Project summary report

Useful For:

- Impressions of current web site
- Current sources of industry information
- Content that is relevant in buying decisions
- Key industry influencers
- Learning business pain points

Complimentary Solutions

Content

Create a whitepaper or infographic to share knowledge and gain thought leadership.

Webinar

Promote valuable insights gained from research to Penton audience to drive leads.

SEO

Use findings to identify keywords and competitor data.

Pop Quiz

Turn research results into an educational quiz to engage your target audience.



89% of B2B marketers
say customer testimonials are
effective.