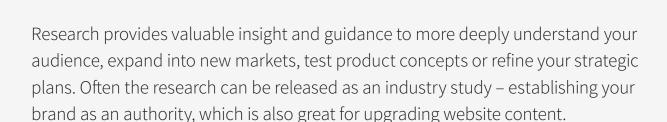
CUSTOM RESEARCH

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



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

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.

ADDITIONAL SERVICES

These additional marketing services compliment or work well with a Custom Research Report:

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 Penton audience to gain leads.