

## CUSTOM RESEARCH

# 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

### USEFUL FOR

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

### 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.



## No. 1 initiative

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