

**MARKET RESEARCH**

# Understand your audience, expand markets or test concepts.

Informa's Market Research team adheres to the highest standards in market research, and conducts hundreds of custom, proprietary research studies each year for manufacturers, suppliers and service providers in a wide variety of industries. Our clients rely on us to help them gain insights into key market segments, assess brand perception and competitive positioning, test product concepts, inform strategic direction, and generate premium data for their content marketing initiatives.

**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****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.