

## “STATE OF” RESEARCH

# Market research + intelligent insight to engage your target audience

Comprehensive research + analysis conducted by Informa’s highly accredited research and subject matter experts on timely industry hot button issues that resonate with your customers. Includes two of your own strategic, custom questions. Includes usage rights, raw results and sales deck.

A co-branded, market-facing report is developed and hosted by Informa. Gated, to generate leads, the landing page includes up to 3 pieces of your related assets and is promoted via multi-channel campaign including emails, banners, social and more.

- Hot button topics
- Valuable insights
- Analysis from industry expert
- Generate leads
- Content marketing asset
- Thought-leadership
- Build trust with audience



“State of” landing page



“State of” format example