

CUSTOM RESEARCH

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**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.