

# Industry Insight

## Market research around a specific industry issue.



Provide your target audience with research-backed data on hot-button issues. Industry Insight studies can measure top pain points, organizational impacts, and future outlooks on a specific topic. The results are presented in a 10-15 page report that provides readers with a clear understanding of the topic, and helps them benchmark their position on the topic relative to their peers.

### DETAILS

- 15-question, editorially-driven survey
- 100+ respondents from target audience
- Market-facing research report (10-15 pages)
- Turnkey, multi-channel marketing campaign (email, newsletter, site & social)
- Dedicated landing page featuring report to capture leads
- 150 leads, delivered over 3 months
- Full respondent data tables provided
- Exclusive sponsorship + unlimited data usage rights