

# Strategic Insight Research

Custom research to meet specific objectives.



Whether you need intelligence to help inform a business strategy, market feedback on product concepts, or deeper understanding prospects, we have you covered. With Informa Engage you have access to all the critical ingredients — deep research expertise, trusted brands, rich audience databases and design services to help bring data to life.

## RESEARCH PROJECTS TYPES

- Best Practices
- Social Listening
- Buyer Journey Mapping
- Persona Development
- Market Viability Testing
- Brand/Product Positioning
- Ad Message & Creative Testing
- Gap & Positioning Analysis

*\*Pricing and timeline based on specific project scope*