

Custom Research Services

Research, audience reach and design services in one great package.



Whether you need intelligence to help inform a business strategy, or rich data to turbo-charge your content marketing assets, we have you covered. With Informa Engage you have access to all the ingredients — deep research expertise, trusted brands, rich audience databases and design services to help bring data to life.

RESEARCH PROJECTS TYPES

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