

BUSINESS INSIGHTS COLLECTIVE

On-demand business research community

Engage business decision makers in research using video, community diaries, chats, and surveys for authentic discussion and honest feedback



Pre-vetted and highly engaged participants



Available anytime for rapid feedback



Qualitative and quantitative methods



Reduced research costs



Senior leaders in all departments that impact business decision making, including:

Finance, Technology, Sales, Marketing, Insights, Product, Procurement, Operations, and HR



Your trusted board of business decision makers, ready to give feedback on a moment's notice.

Don't make decisions about the market, your products, pricing, or your go-to-market efforts without listening to the business leaders that will make or break your success. The Business Insights Collective is a group of 200+ decision makers available to tell you about their needs, review your products and messaging, or even give perspective on your competition.

Answer questions such as:

- What features do customers want?
- Who is involved in the buying process for my product category?
- Does my messaging resonate?
- What trends are keeping my business leaders up at night?
- How is digital transformation being implemented across departments?
- What do companies need to offer to attract employees?

For more information:

Kristyna.Kanzler@Ipsos.com,
VP, Ipsos Communities

