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

Oualitative and

quantitative

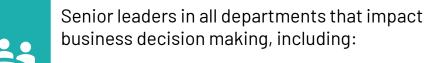
methods



Available anytime for rapid feedback



Reduced research costs



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-tomarket 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:

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