

BUSINESS INSIGHTS COLLECTIVE

ON-DEMAND BUSINESS RESEARCH COMMUNITY

Your always-on 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 prospects that will make or break your success. The Business Insights Collective is a group of 200+ US business decision makers available to tell you about their needs, review your products and messaging, or even give perspective on your competition.

Our behavioral science foundation reveals the conscious and non-conscious factors affecting:

- **Foundational Decision Making:** Major factors influencing the B2B decision-making process
- **Brand Perceptions:** To enhance your marketing and positioning strategies
- **Product Usage and Selection:** To help guide development and innovation
- **Buyer Journey and Supplier Selection:** Steps involved in the B2B buying process to optimize sales efforts
- **Marketing Decision Making:** To reach target audiences effectively, particularly in the context of social and digital platforms

Business Insights Collective

Recruited and validated by Ipsos VEPP, deeply profiled, and fully engaged, the community is available 24/7 to provide you with critical advice and intel you need to inform your B2B strategies.

Our engagement approach leverages a proven set of foundational best practices tailored to a B2B audience and focused on generating constructive dialogue, rich feedback, and meaningful insight, through a wide array of qualitative, quantitative, and AI-driven tools.

Combined with expert guidance, and an integrated research ecosystem across markets – we enable agile and in-depth connection and discovery with your target audience.

For more information please contact:

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IPSOS COMMUNITIES + PANELS
Always-On Human Collective

Configure the Business Insights Collective community to achieve your exact research goals...fast



DISCUSSIONS



VIDEO DIARIES



LIVE CHATS



SURVEYS



VIRTUAL FOCUS GROUPS



QUAL DEEP DIVES



CO-CREATION & IDEATION



AI-POWERED TOOLKIT

Diverse Community Composition

- **Industry:** The Business Insights Collective contains members across all major industries with final or shared ownership of decision-making in their organization
- **Department:** Finance, Technology, Sales, Marketing, Insights, Product, Procurement, Operations, and HR
- **Organization Size:** SMB, SME (Mid-Market), Enterprise + Solopreneurs
- **Seniority:** Manager, Mid-Management, Senior Management, Executive

Fast and Flexible Service Model

Tap into a Ipsos network of B2B specialists with deep experience across sectors and research methodologies to answer your specific goals.

- Our model allows for end-to-end **Ipsos management or a Do-It-Together** approach, with data and reporting available within days .
- Dip in for **one study or subscribe** and have access to the community all year long.
- Packages start at $22K for Qual and $15K for Quant, depending on service model.

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