

# Surveys & Market Research

Providing an in-depth understanding of your market



## INTRODUCTION

We are in an era of digital transformation and data has never been more important for running a successful business.

Many look at data as simply having a database full of names and email addresses; but what about data that demonstrates to you the opinions, perceptions and trends of your customers and prospects?

Surveys and market research are the most widely used vehicles for collecting the vital market forces information that a business needs to stay one step ahead of the competition.

Whether the aim is to understand more about the wider market, or to monitor existing customer satisfaction; results and analysis from a properly thought out survey will equip you with intelligence to help structure your business strategy.

**Gather data that demonstrates to you the opinions, perceptions and trends of your customers.**



## OVERVIEW

CPB's Survey & Market Research service is designed to gather the information you require and give an independent analysis of the results, from which you are able to make informed decisions.

With exclusive access to the UK's leading IT Industry end user database, ProspectaBase, each campaign is complemented by use of intelligence rich target data.

Having worked in the IT industry since 1998, CPB is able to assist you with each step of the survey campaign and work with you as a trusted advisor right from the outset. We ensure your activity delivers the results you require.

Surveys can be delivered via:

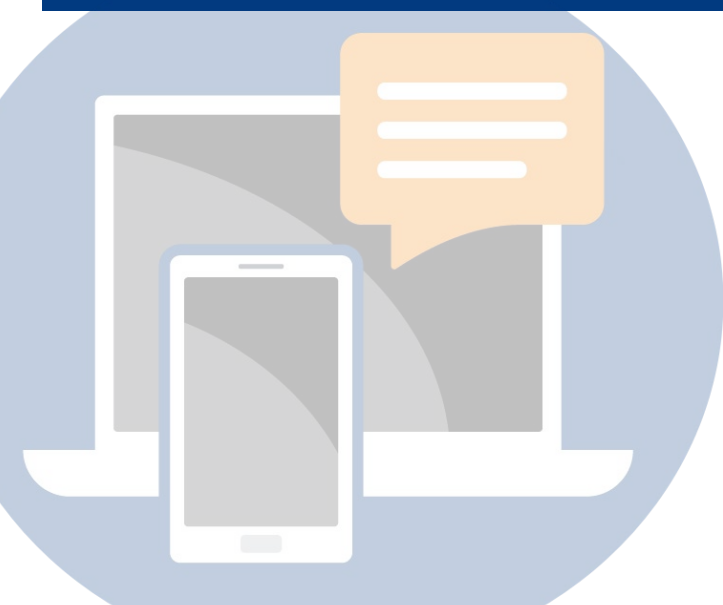
- eMarketing
- Telemarketing
- Direct Mail

Results are analysed by CPB's experts and presented back to you in an analytics report. We're not just talking top level results, we deliver granular, detailed reports.

If the results are being utilised as a thought leadership piece, CPB can also provide the results as a whitepaper for further distribution or syndication.

## LET'S GET PLANNING!

- i. A campaign briefing takes place to agree on your target goals / the aim of the survey, audience base and preferences of how you'd like the survey to be delivered, i.e. eMarketing, telemarketing, direct mail, or a multi-pronged approach
- ii. CPB will work with you on the compilation of the survey questions, as well as advising on best practice, to ensure the questions are quantifiable and produce a meaningful response
- iii. Activity kick off timescales are agreed on
- iv. CPB will set up all the questions for the online questionnaire, with the appropriate answer choices within IntelliData (CPB's marketing automation platform)
- v. You will be provided with a URL of the survey, so the question flow can be reviewed and approved



## LET'S GO LIVE!

Questions have been compiled, the online survey is set up and we're ready to go live!

- i. The survey process begins, either via eMarketing, telemarketing or direct Mail
- ii. Results are closely monitored, to identify engagement and participation volume
- iii. A report is sent to you daily, outlining statistics and progress of the campaign
- iv. If the survey is being promoted via eMarketing, it is recommended that this re-dispatched within 5 working days, to all contacts that have not yet participated

## LET'S ANALYSE

- i. The survey activity is complete and now is the exciting part; analysis of the answers and building a meaningful report from the findings!
- ii. CPB will export all answers from the survey tool, along with any IT intelligence held within ProspectaBase for each end user
- iii. A report is produced with a synopsis of findings for each question, statistical charts and graphs
- iv. The detailed report is then shared with you, along with the data

### CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 20 vendors.



### OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

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