



The Global Leader in Business Technology Media

## 2008 TechWeb Market Research Services/Offerings

**TechWeb Research** helps our advertising partners make strategic decisions based on feedback from targeted technology professionals and influential IT and business decision makers.

### Gain a Competitive Edge

Whether you want to gain market insight through product usage and purchase intent, test an idea for a new product or enhancement to an existing product, or find out how an audience segment perceives your company, **TechWeb Research** will give you answers you can act on quickly.

Some sample studies are:

- ⇒ Awareness, Attitudes and Perceptions (brand, product, etc.)
- ⇒ Industry Trends: Usage and Purchase Intent (product)
- ⇒ Product Research/Concept testing
- ⇒ Name and Positioning statement evaluation
- ⇒ Ad Testing

### Reach the Audience Segment that Matters Most

InformationWeek and the TechWeb Network represent over 8 million Business Technology Decision Makers. **TechWeb Research TechPolls** and **Focus Groups** give you access to the opinions and insight of this highly sought after audience. Working together, we will determine the most appropriate audience segment to achieve your research objective.

### A Turnkey Solution with Quick Results

The process is turnkey, and each TechPoll will have a customized timeline. The general process is as follows.

**TechWeb Research** consults with you to customize a co-branded survey. Once the study is programmed, a test link to the survey will be emailed to you for your approval. Upon approval, a survey invitation will either be e-mailed to our qualified print database of IT buyers based on your target audience, or posted on the TechWeb Network web site most appropriate to meet your research objective.

Surveys are hosted by **TechWeb Research's** Web-based survey research partner, SurveyGizmo. Respondents may opt-in to enter a drawing to receive a prize, typically valued at approximately \$200.00 (included in cost). Survey is typically live for one to two weeks. Respondent names, titles, company names and other contact information are not provided. Deliverable for all levels include a written report (in Word or PowerPoint), with executive summary and charts of the data. **TechWeb Research** is responsible for all phases of programming the survey, coding, and analyzing the survey responses. These procedures are carried out in strict accordance with established market research practices.



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## Web-based Surveys

### Level I

This level of Web-based survey is for print sponsoring clients who want to customize a questionnaire of 12-15 questions (maximum of two open-ended questions), with a guarantee of at least 100 to 250 completed interviews. This survey level allows for questionnaire screeners, at the discretion of TechWeb.

- Maximum of 15 questions
- Qualifying screeners allowed at the discretion of TechWeb
- Guaranteed # of completes dependent upon target/survey topic

Choose either:

- **Print audience target:** emails go out to InformationWeek subscribers, with possible emails to additional names from TechWeb's database
- **Online audience target:** online intercept will be posted on up to 3 TechWeb Network web sites

### Level II

This level of Web-based survey is for sponsoring clients who want to customize a questionnaire of up to 12 questions, with a guarantee of at least 100 completed interviews. Survey can accommodate a maximum of two open-ended questions. This survey level allows for one questionnaire screener.

- Maximum of 12 questions
- One qualifying screener allowed at the discretion of TechWeb
- Guarantee of at least 100 completes

Choose either:

- **Print audience target:** emails go out to InformationWeek subscribers.
- **Online audience target:** online intercept will be posted on one TechWeb Network web site

***Research for advertisers running campaigns across print and online is available, price will be quoted based on project parameters.***

### Custom option - Opt-in

Survey respondents have the opportunity to provide contact information for client use.

### Contact

Print audience – Amy Doherty, [adoherty@techweb.com](mailto:adoherty@techweb.com)

Online audience – Donna Fabyonic, [dfabyonic@techweb.com](mailto:dfabyonic@techweb.com)



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## **Focus Groups**

### **Qualitative Focus Groups: Face-to-Face**

Explore targeted topics with 8-12 business technology professionals. Gather in-depth qualitative research, test advertising concepts, messaging and brand perceptions or test out new product concepts on IT professionals. **TechWeb Research**, in conjunction with a professional research moderator, will tailor a focus group to meet your qualitative research and marketing objectives.

### **Qualitative Focus Groups: Web-based**

Conduct an audio-conference focus group with simultaneous Internet multi-cast visuals. Gather in-depth qualitative research, review advertising campaigns with live decision makers, and discuss chosen topics all from your own home or office. **TechWeb Research**, along with a professional research group, will shape the focus group to meet your research and marketing needs.

Contact: Amy Doherty, [adoherty@techweb.com](mailto:adoherty@techweb.com)

