



Strategic Insights for Media and Events Market Research with Empanel Online

A leading media and events company aimed to understand the preferences and strategies of key decision-makers in companies involved in developing carbon capture projects in Australia and the US, partnering with Empanel Online provided the necessary comprehensive market research.

OBJECTIVE

The main objective was to collect actionable insights from 300 senior professionals, with 150 participants from each country. This group included C-suite executives and leaders in sustainability, technology, and investment/risk. Furthermore, the company intended to leverage these insights for content creation, improving buyer intelligence, and fostering community engagement.

KEY FINDINGS

- Pinpointed the most captivating content types for senior professionals involved in carbon capture initiatives.
- Assessed the most efficient advertising platforms and strategies to optimize budget utilization.
- Analyzed brand visibility while successfully highlighting the unique aspects of the company's services.
- Discovered new market opportunities and identified potential obstacles.

CONCLUSION

Partnering with Empanel Online enabled the media and events company to make data-driven decisions that strengthened their market position and drove growth. The comprehensive insights provided a competitive edge and ensured continued success in a dynamic industry.

IMPACT



CONTENT CREATION

Informed the development of relevant and engaging content tailored to the audience's preferences.



BUYER INTELLIGENCE

Provided deeper understanding of decision-making processes, enhancing marketing strategies.



STRATEGIC MARKET EXPANSION

Supported the development of effective go-to-market strategies.



REVENUE GROWTH

Informed product features and innovations that increased service usage.



COMMUNITY ENGAGEMENT

Fostered the creation of a community by sharing research results, encouraging participation and retention.

NEXT STEPS

The company will leverage Empanel Online's research solutions to stay competitive by expanding research scope, integrating advanced analytics tools, and enhancing community engagement strategies.

