IT DECISION MAKERS AND DEVELOPERS
Ongoing Longitudinal Study

A leading technology solutions provider, which sought to deepen its understanding of the U.S. market by analyzing the needs and behaviors of IT decision-makers and developers.

OBJECTIVE

Monitor and identify evolving changes in product selection awareness, stakeholder preferences, budget and industry-level trends. As benchmarks and trendlines are developed within the target audience, our client is able to address opportunities and concerns through product development, marketing, and long-view strategic planning

METHOD

- An annual tracking project with 1,000 participants.
- 2 weeks in field per month + 2 weeks for data delivery/analysis.
- Quota minimums by company size and title.

BENEFITS FOR OUR BRAND PARTNER

- Has been able to leverage their pricing strategy more effectively to selected groups
- Has identified industry sectors where their product has achieved increased traction
- Saw an opportunity to grow during a time of rising budgets in their end
- Engaged in new strategic partnerships

IMPACT

ENHANCED CUSTOMER SEGMENTATION

The data allowed the creation of more precise segments, and tailored approaches to different groups.

INFORMED PRODUCT ROADMAPS

Development a more focused and effective product roadmap aligned to the demands of the market.

AGILE RESPONSE TO MARKET CHANGES

Quick adaptation to market shifts and trends, while ensuring relevance and competitiveness.

IMPROVED CUSTOMER RETENTION

Customer satisfaction, engagement insights refined retention strategies and reduced churn rates.

STRATEGIC PARTNERSHIP

Identification of potential strategic partners and collaborations based on results gained from research.

CONCLUSION

Through extensive market research, a technology solutions provider improved its products and marketing strategies. An annual project with 1,000 U.S. IT decision-makers and developers was crucial for the company's growth and competitive edge.

NEXT STEPS

The annual tracking project will continue to monitor trends and maintain market leadership, with future initiatives expanding to cover more segments and emerging technologies in the IT field.

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