

STRATEGIC INSIGHTS FOR MEDIA AND EVENTS MARKET RESEARCH WITH EMPANEL ONLINE

Comprehensive Market Research targeting 300 high-level professionals (150 from both Australia and US) in C-suite and leadership roles in sustainability, technology, and investment/risk.

OBJECTIVE

To gather actionable insights on:

- Content preferences
- Advertising effectiveness
- Brand perception
- Market expansion opportunities

KEY FINDINGS

• Content Preferences

Identified the most engaging content types for high-level professionals in carbon capture projects.

• Ad Effectiveness

Determined the best advertising mediums and strategies for maximizing ad spend.

• Brand Perception

Measured brand awareness and differentiation within the market.

• Market Expansion

Uncovered new opportunities and potential challenges for growth.

IMPACT



CONTENT CREATION

Developed customized, engaging content to suit audience preferences.



COMPETITIVE ADVANTAGE

Improved market positioning and understanding of com



REVENUE GROWTH

Informed product innovations that increased service usage and drove revenue.



STRATEGIC MARKET EXPANSION

Developed effective go-to-market strategies for new opportunities.



COMMUNITY ENGAGEMENT

Fostered community creation by utilizing research insights to enhance participation and retention.

CONCLUSION

Partnering with Empanel Online empowered the company to make data-driven decisions, strengthening market position and driving growth. The comprehensive insights provided a competitive edge in a dynamic

NEXT STEPS

Future initiatives will expand research, integrate advanced analytics tools, and enhance community engagement strategies.