



Overview: Babcox Media Research Services can be your partner in providing the research and market intelligence to make strategic business decisions relative to all aspects of your organization.

Examples of Custom Research:

- Target Audience Analysis
- Brand Studies
- Product Tests and Preferences
- Competitive Analysis
- Buying Behavior Trends
- Salary Surveys
- Emerging Market Studies

Deliverables:

- Accredited research team with deep industry knowledge and experience.
- Custom research study brief and methodology outline.
- Management of all phases of the project, including but not limited to, project brief, audience selection and recruitment, survey deployment, sampling deployment, data collection, tabulation, statistical analysis, and report and action recommendations.

Timeline:

- Project development, execution and reporting generally takes 6-10 weeks, depending on the scope of the project and agreed upon deliverables.

Pricing:

- Many factors influence pricing; including but not limited to the number of questions, research tactics utilized to meet deliverables, methodology, the final reporting format, etc.
- Please set up a project consultation to outline the deliverables, timeline and projected fees.

Custom Research FAQs

Q:What type of primary data collection methods does Babcox Media use?

A: We can utilize email, phone, USPS mail, in-person interviews and focus groups.
The most cost effective is email.

Q: Where does the audience come from?

A: We utilize our audience database, comprised of our digital, print and email subscribers.

Q: Who designs the survey or question?

A: The client will provide objectives and our research team will create and design the survey and/or questions.

Q: Who owns the data?

A: The client owns the data summary.

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