Speech
TECHNOLOGY *magazine*

SPEECH TECHNOLOGY INDUSTRY RESEARCH

Unisphere Research, the market research arm of *Speech Technology* magazine, conducts proprietary and "for-publication" research for IT vendors in the marketplace by leveraging its core subscriber base and user groups with whom it partners. It has completed more than 100 studies during the last 10-plus years.

➔ Why do an industry research project?

1. Thought Leadership
2. Credibility
3. Branding
4. "Must-Have" Content
5. Lead Acquisition
6. Positioning of Company and Products
7. Market Intelligence

➔ Projects take place in four distinct phases:

1. Questionnaire Development
2. Data Collection
3. Report Authorship
4. Report Promotion

CONTACT

La Shawn Fugate
Publisher/Advertising Sales
(859) 278-2223, ext. 104
lashawn@infotoday.com

In-Depth Marketing Research With Finished Report*

› **Pricing available upon request**

* Lead generation of finished report available for an additional fee.

Interested in also including an exclusive webinar to share your findings? Ask about a combination discounted rate.

Updated on 10/3/2024