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

In-Depth Marketing Research With Finished Report*

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

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