



ViB Research

# Conduct custom tech research to repurpose anywhere



## Custom research can cost up to six-figures

B2B marketing and sales teams crave data – to endlessly repurpose into original content, and to craft impactful messages. However, there’s no quick, reliable and affordable way to collect primary research covering specific high-tech personas. Teams don’t have access to selected profiles to conduct large-scale in-house research; and reports by analysts like Gartner and Forrester can easily cost upwards of a hundred thousand dollars, with major restrictions on how to use the data.

## Tap into ViB’s targeted network to generate original insights, quickly and affordably

With ViB Research, easily survey targeted tech profiles to generate original research for all kinds of content, tapping into the ViB community – a network of millions of high-tech professionals. We work together to design a comprehensive research survey that captures the information you need from our community members that match your targeting requirements. With this lean community-approach, you pay 1/3 of the average cost of analysts, and complete each research project in as little as 6 weeks.

## Own the data, and create standout content that surpasses AI-generated assets

Take full ownership of the data we generate, to repurpose into an array of assets – such as research-driven blogs, press releases, infographics, articles, eBooks, emails, and more.

**#1**  
Research and survey reports are the #1 most valued content formats among B2B execs  
- Demandgenreport, 2020

**6x**  
Data-driven marketing sees 6x increased profitability  
- Forbes, 2018

**37%**  
Research-backed content is the 3rd strongest tactic to boost rankings, with 37% of marketers prioritizing this strategy, on top of others like keyword research and link building  
- Semrush, 2023

### How ViB Research works

1.

Tell us your goals

We'll consult with you on your research objectives and target audience criteria to craft a program to meet your specific needs and the story you want to tell.

2.

Co-design a survey

Our research team will work with you to design a custom survey that exactly addresses your needs.

3.

We collect your data

Tapping into our tech-based ViB Community, we'll conduct your research survey to respondents that match your targeting criteria until we hit your minimum survey size.

4.

Get a complete deck of insights

Receive a complete research portfolio including all source data, analyses, charts and graphs, and guidelines for content creation.



Schedule a free consultation

Talk to sales

# Generate quality research quickly with our proprietary outreach model



## Get research on a budget

Our access to millions of segmented tech profiles, together with an in-house research team, make it operationally efficient to directly collect first-hand insights, at 1/3 of typical research costs.



## Generate quality research from your audience

Leverage the ViB Community's network of tech decision makers and end users, spanning C-level, VP and managerial positions, across a range of tech roles.



## Customize each survey without fuss

Stay in control of your research objectives, targeting criteria, and overall strategy, while entrusting us with the complex tasks of survey design and promotion.



## Own the data to reuse anywhere

Unlike traditional research firms, once we produce the data, it's yours, so you can endlessly and easily repurpose your data into a high-converting content library.

# Get a comprehensive research portfolio with each program

Each ViB Research report consists of these key elements, including guidelines for content creation to help you take the next step.

|                         |                                                                        |
|-------------------------|------------------------------------------------------------------------|
| <b>Analyses</b>         | Executive research summary                                             |
|                         | Key survey insights delivered as a branded report                      |
| <b>Original results</b> | Quantitative data set to capture results for each question             |
|                         | Qualitative (open-ended) responses for applicable or notable questions |

|                                                   |                                                                                         |
|---------------------------------------------------|-----------------------------------------------------------------------------------------|
| <b>Data visualization and additional analyses</b> | Accompanying charts and graphs for each data set                                        |
|                                                   | Additional commentary as appropriate                                                    |
|                                                   | Additional, derivative charts based on groupings and data-cuts that help tell the story |

## See why we have 84% repeat customers and a 4.7/5 customer rating

Illumio, a cloud computing security provider, partnered with ViB to generate new research on the state of cloud security that they used to build market leadership and generate qualified content downloads.

**10+ assets**

created included a downloadable report, press release, and multiple blogs

**>6 earned**

Media mentions from major publications



“

We were able to take ViB's survey results and create a great report. That report has so much life to it – creating blogs, doing a webinar, getting other outlets to pick it up, putting it into social channels and into content syndication, and getting those survey results into the market in digestible ways – and delivered great benefits to us.

”

Mandy Skroupa  
Marketing Programs Manager  
Illumio