



WHY USE KINGPIN INTELLIGENCE RESEARCH?

Telephone interviews

- Enhanced responsiveness
- Enhanced quality of information for our clients

High calibre staff

- IT-literate researchers
- Highly skilled moderators with years of experience in IT (focus groups). Results in relaxed events that garner maximum information for our clients and offer invaluable insight into audience needs and behaviours

Unrivalled understanding of the marketplace

- More than a decade of experience in the technology sector
- Employees who understand your target audience give us the edge over generic research organisations
- We understand IT and the individuals who work within it

Full UK and EMEA coverage with native speakers

- Our pan-European experience means we understand your audience on regional basis and can offer insight on how to best market to them

A flexible and intuitive relationship

- You have the necessary input to keep your campaign fresh, yet the peace of mind from working with an agency with a track record of delivering successful campaigns.

Complementary service offerings for integrated campaigns

- Our research, event and lead generation activities can be combined to provide an integrated campaign to deliver supreme ROI and maximum exposure.

Database

- UK and European proprietary database of IT professionals
- Fully opted-in
- Invaluable to providing user experience and insight for our clients



KINGPIN INTELLIGENCE RESEARCH OFFERINGS

Research Panels

- Quarterly/Bi-annual research to developers and IT professionals
- Large sample
- Telephone and/or online
- Qualitative and quantitative information gathering

Drill Down Research Campaigns

- Focused sample
- Concentrated questionnaire
- In-depth qualitative information
- Telephone

In-depth Interviews

- Telephone and/or one-on-one interviews
- Generally conducted to high level (elite) respondents

Focus Groups

- 10 respondents (max)
- 2 hour session
- IT literate moderators
- Organisation includes: recruitment, scripting, transcription, translation, analysis and reporting

Audience Analysis

- Analysis of customer database
- Profile customers to understand: programme engagement, commitment and relationship importance
- Use findings to better communicate and market to existing client base.

Database build and profiling

- Build a dedicated research panel in your country

IT Omnibus Surveys

- Quarterly IT focused surveys to IT professionals across EMEA
- Telephone and/or online
- Cost-effective research