

IEEE SPECTRUM CUSTOM RESEARCH IS THE INTELLIGENCE BEHIND SMARTER MARKETING!

Plan your marketing strategies using sound, customized research to make informed decisions, with initiatives that range from new product and customer service roll-outs, to measuring up-to-the-minute customer loyalty and brand perception.

The best companies in the world are using researched market data. So should yours!

We will tailor a market study that meets your company's needs and budget — and provide you with timely and relevant market intelligence that will help to:



Increase sales



Create brand awareness



Capture market share



Improve customer engagement



Recognize new business opportunities



Maximize innovation

Get valuable market insights from an unrivaled global database. The cost of a standard IEEE Spectrum Custom Research program begins at \$10,000. Additional fees may apply depending on customization.

IEEE MEMBERS TECHNICAL INTERESTS*

Nearly 400,000 IEEE members design and work on new standards, patents and other technology innovations.

51% Telecommunications

50% Energy

48% Computing

46% Green Technology

44% Engineering Education

39% Consumer Electronics

37% Smart Grid

34% Cloud Computing

32% Life Sciences/Biomedical

32% Robotics

30% Semiconductors

21% Aerospace