

# Custom Research Program

## 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!



### Get smart tech built to spec!

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

### 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

\*2014 IEEE Spectrum Study, Martin Akel and Associates

### 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.