

QUICK-TURN AUDIENCE INSIGHTS

Did you know?

41%

of B2B marketers say getting a better understanding of audience is a top priority¹

60%

of B2B marketers have become more focused on improving audience segmentation and personas²

28%

of B2B marketers use qualitative primary research to learn about audiences for content marketing purposes¹

With Audienz quick-turn audience insights, we give you the information you need to create campaigns that break through.

Audienz Approach



Discovery

Deep dive research into industry trends, market segmentation, and customer personas to build preliminary hypotheses



Recruitment & Interviews

Recruit target customers and conduct interviews to build qualitative research findings



Insights & Recommendations

Analyze data and offer deep customer insights and campaign recommendations

If you're interested in learning about how quick-turn audience insights can bolster your marketing efforts, don't hesitate to contact us. We'd love to help.