



**Reach the unreachable.**

# B2B

Business leaders didn't get where they are by moving slowly. Their days are jam-packed, their minds are preoccupied with important decisions and their tolerance for interruptions is low. Which is why getting any kind of response from this elusive audience requires attention to detail and, of course, a plan.

At Greenfield Online, our B2B Practice can help you tap into this important group of influencers. We know when, where and how to talk to executives in a way that engages their attention and entices them to respond. With Greenfield Online, you're not only in the door, you're in the minds of the most important business and IT leaders in the world.

## Quality Data is Obtained using Advanced Panel Management Technology

With our advanced **PAM**,™ Panelist Acquisition and Management system, we have the ability to integrate seamlessly with potential panel members' recruitment sources – websites of interest, community sites, and so on. This creates a more positive, fully integrated experience. Professionals trust these sources and are more engaged in surveys as a result. To fully loop the experience for executives, our global B2B communication program includes added bonuses – regular newsletters, online chats and opportunities for panel members to author blogs about new products and market trends.

## Access.

Executives may only have time to check their emails once a week, usually on Saturday. We make sure correspondence is read, absorbed, and replied to by specifically timing it with an executive's Saturday-only schedule.

# Capture the power of the business leader.

## Understanding the Business Leader

The key to a successful B2B market research initiative is quality respondents. For you, this means a targeted group of global opinion makers. However, attracting this hard-to-reach panel member, and only this panel member, requires a complete understanding of the business leader.

At Greenfield Online, we realize that business leaders respond to different incentives than consumers. To hold their attention, surveys must be clear, concise and effective. And while money is an effective motivator for consumer panels, this isn't the case for the B2B set. Informational incentives, such as white papers that explore new products and services, are often far more useful to business leaders and hold more value than money ever could. Further, these types of relevant incentives enable us to guarantee the quality of our respondents.



## We Know What You Need: Global Reach

In addition to building quality recruitment and management practices, we've assembled a global respondent base to handle all of your needs. Our B2B practices are applied, but localized, to ensure relevance.

## Quality Recruitment Practices and Management Practices Yield Quality Data

The key to any successful market research initiative is obtaining feedback from quality survey respondents. At Greenfield Online, we leverage proprietary recruitment methodologies and advanced panel management technology to create a high-value global respondent base of business decision makers and IT professionals. Our dedicated B2B Practice attracts these respondents by providing them with targeted content, surveys, and valued incentives. Greenfield Online's B2B Practice not only helps you reach the unreachable, we help keep them engaged.

### High-Value Respondents

- **Quality sourcing** – We start building quality into our product beginning with our targeted sourcing approach to respondent recruitment. We seek out only high-value recruitment sources and leverage them to recruit our members.
- **Validation upon enrollment** – Panelists are asked a number of screening questions specific to their company and position. Incorrect answers immediately target fraudulent respondents.

### High-Value Experience

- **Relevant incentives** – We present informational incentives that appeal solely to business leaders, including white papers and access to community message boards. These are just a few of the incentives we offer and they not only enable us to provide a fulfilling experience to the business leader, but they also preclude fraudulent responders from participating.
- **Ongoing validation** – Our B2B Practice has an in-depth understanding of the industry and has implemented a check system to remove poor respondents over time. Our technology enables us to flag respondents that have a history of poor performance, including straight lining and poor open-ended responses. Further, we include a series of "validation" questions, so if a respondent reports that they work within a company that's 500+ in size, but only generates 1 million in revenue, they are flagged in our database.
- **Engaging surveys** – The surveys that members receive are targeted to their areas of interest – issues that matter to them. Qualified respondents jump at the chance to participate in surveys that have an impact on the products they work with daily.

## A Dedicated B2B Practice

When you work with Greenfield Online, you get a staff that's well-acquainted with all the unique aspects of recruiting and maintaining the B2B panel and obtaining high-quality responses. This includes everything from basic B2B recruiting information to the subtleties of keeping business leaders interested to the cultural differences inherent in working with executives in various countries.



## Reach the Unreachable with Greenfield Online

We understand your needs. Our goal is to bring you usable information. Data that you can act on from around the globe. Data that gives you a solid base from which to make smart decisions of your own. Our B2B Practice can help you get the insights you rely on from the most difficult-to-engage respondents – business and IT professionals, managers and key influencers. Contact us with your project today.

- Global Reach
- Quality of Response and Data
- Advanced Technologies

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1 886 296 3049  
www.greenfield.com

## Greenfield Online B2B and IT Community Websites/Member Portals

[www.businessopinionleaders.com](http://www.businessopinionleaders.com)



[www.itopinionleader.com](http://www.itopinionleader.com)



[www.frostforum.com](http://www.frostforum.com)

