

# UBM Electronics | EE Intelligence

Technology research and consulting across an online panel of EE Times end users.

## About the EE Intelligence Online Research Panel

EE Intelligence is an online panel of EE Times end users who have agreed to participate in a web-based panel for the purposes of conducting research—a community that can be tapped into for advice on new product development, customer loyalty, strategic communications and other marketing efforts.

Our powerful and growing database houses numerous profiling variables of selected EE Intelligence members, which allows marketers to get fast, easy access to a customized, targeted audience and conduct strategic research among the EE Times readership, with significantly reduced sample costs.

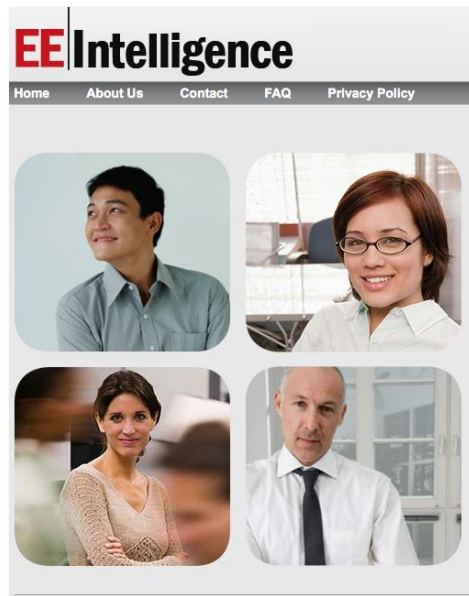
Now you can leverage the power of the EE Times to develop objective, strategic technology research, through our partnership with Merrill Research, or tap into market-driven consulting services, offered in partnership with TMC Group.

## Types of Research Available Include:

- Advertising: tracking, development, evaluation
- Segmentation
- Conjoint analysis
- New product development/concept testing
- Branding
- Positioning
- Customer loyalty
- Customer satisfaction
- Usage and attitudes (U&A)
- Qualitative spinoff projects

## EE Intelligence Research Solutions Include:

- Expert screening and questionnaire development to match defined objectives
- Project management
- Questionnaire programming in HTML
- Data cleaning, processing and coding
- Detailed statistical tables and analysis
- Report in PowerPoint



## Why EE Intelligence?

- Insights that drive product development and marketing programs
- Fast and efficient
- Create custom, targeted samples
- Reduced sample costs
- Expert research and consulting services

## About UBM Electronics

UBM Electronics, a UBM company, is the global leader in media and marketing services for the electronics industry. Each month more than 2.2 million global electronics industry professionals engage with our online, event and print brands and communities. We serve marketers with targeted, deep and measurable engagement with our audience, and we offer innovative, next-gen marketing services built around industry-leading editorial content.

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## EE Intelligence Research Options and Pricing

Study Type	Description	Base Cost*
<b>Simple</b>	<ul style="list-style-type: none"> <li>▪ 10-minute simple survey (few skip patterns)</li> <li>▪ Midline report (between a top line and full, detailed report with little subgroup analysis)</li> <li>▪ Costs include questionnaire design, programming, deployment, project management, data processing, detailed statistical tables, analysis and midline report</li> <li>▪ No charge for phone presentations</li> </ul>	<b>\$18,000 net</b>
<b>Moderate</b>	<ul style="list-style-type: none"> <li>▪ 15-minute moderate survey (many skip patterns)</li> <li>▪ Midline report (between a top line and full, detailed report with full, detailed report with subgroup analysis)</li> <li>▪ Costs include questionnaire design, programming, deployment, project management, data processing, detailed statistical tables, analysis, and midline report</li> <li>▪ No charge for phone presentations</li> </ul>	<b>\$25,000 net</b>
<b>Complex</b>	<ul style="list-style-type: none"> <li>▪ 20-minute complex survey (numerous skip patterns)</li> <li>▪ Full detailed report with detailed subgroup analysis)</li> <li>▪ Costs include questionnaire design, programming, deployment, project management, data processing, detailed statistical tables, analysis, and midline report</li> <li>▪ No charge for phone presentations</li> </ul>	<b>\$33,000 net</b>

\* Additional rates may apply based on the scope of the research.

For the more information on how you can leverage the EE Intelligence research panel, please contact your UBM Electronics sales representative or Alicia Fields at [Alicia.Fields@ubm.com](mailto:Alicia.Fields@ubm.com).