⊠ Illuminas

CUSIONER EXPERIENCE

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10/8th measurement 5atistaction and

customer

customer seenenation

OUR RESEARCH TOOLKIT

A full range of solutions to answer your toughest questions



MARKET AND BUSINESS STRATEGY

Market opportunity

assessment

^{Market} si≥ing

Needs-based

segmentation

^{Buyer} journey

Persona

creation

OUANTITATIVE

Online surveys

Phone-to-web surveys

Illuminas is a leading global insights consultancy specializing in B2B and B2C technology-driven industries. The largest tech-led companies in the world turn to Illuminas for the research insights they need to make more informed business decisions.

Our focus on technology-driven industries has allowed us to develop a broad range of expertise across quantitative and qualitative research methodologies. From Brand Tracking to Message Testing to Persona Development and more, Illuminas has the Research Toolkit to answer the toughest business questions.



BRAND AND MARKETING STRATEGY

Awareness, attitudes and usage

Brand reputation

Brand/sub-brand equity and value assessment

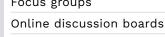
Brand positioning

Brand tracking

Message and name testing



OUALITATIVE Focus groups



1-on-1 interviews

CONTACT US

Visit us at us.illuminas.com to learn more or email us at solutions@us.illuminas.com to schedule a call with our new business development team.