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Services and Capabilities

At Palmer Research, we focus on designing, executing, and analyzing custom research studies that deliver the data you need to make informed decisions about your marketing and sales strategies and better understand your customers, prospects, and partners. Below is a sample of the research capabilities we offer:

- Print/Online subscriber studies
- Website profile research
- Branding analysis
- Attitude and usage surveys
- Tracking studies
- Customer satisfaction studies
- Partner satisfaction studies
- Survey based white papers
- New product validation research

In addition, we can help clients increase their ROI and enhance the credibility of their company among employees, press, analysts and prospects by planning and coordinating marketing and sales initiatives based on the research such as:

- Sales training materials
- Collateral
- Competitive analyses
- Customer presentations
- Partner presentations
- Webinars
- Executive briefings
- Events
- Demand generation campaigns
- Press releases
- Analyst presentations

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