



THOUGHT LEADERSHIP RESEARCH / REPORTING

In a crowded and fractured media landscape, thought leadership answers the questions on the minds of your target audience, helping them make better marketing decisions. And thought leadership white papers, advertising, social media activity, and press initiatives all present a depth of knowledge and unique insights, ultimately offering value to your potential and existing customers and identifying your company as uniquely positioned to help them with the big issues they face every day.

For clients wanting to strengthen their reputation and position themselves as a leader in the marketplace through their association with a key issue of importance to advertisers, Advertiser Perceptions' thought leadership research is the answer. We conduct custom and proprietary studies each year for clients wishing to begin such a dialog in the market.

BRANDS WE'VE CONDUCTED THOUGHT LEADERSHIP FOR

Partial List

- 4C Insights
- Amazon
- AT&T / Xandr
- Comcast
- Cuebiq
- Facebook
- Foursquare
- Freewheel
- Google
- IAB
- McKinsey & Co.
- Microsoft
- MightyHive
- Nanigans
- Origami Logic
- Pinterest
- Salesforce
- Snapchat
- Twitter
- Videology
- Westwood One

Thought Leadership Overview

For any media brand or ad tech company wanting to establish itself as a leader in a new market, Advertiser Perceptions conducts thought leadership research that reveals and tracks advertisers' evolving priorities, attitudes, usage, challenges, and plans regarding advertising, technology, and media channels.

THE BENEFITS OF CONDUCTING THOUGHT LEADERSHIP

- Generate buzz and become a part of the conversation
- Establish a category leadership position through education
- Differentiate yourself from your competitors
- Open doors to new consumer relationships
- Inspire your consumer to act



WHAT
ADVERTISERS
THINK

 **Advertiser Perceptions™**



**GAIN CONFIDENCE IN EVERY
BUSINESS DECISION YOU MAKE**

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to your specific KPIs and business objectives. These insights provide you with the confidence to make the very best organizational, sales, and / or marketing decisions, driving greater revenue and increased client satisfaction.

AdvertiserPerceptions.com

Twitter.com/adperceptions

Linkedin.com/company/advertiser-perceptions

Info@AdvertiserPerceptions.com

212.626.6683

Contact us today to check the status / health of your brand and find out how our data-driven insights can help you achieve greater business success. For more information about our services or to arrange a briefing, please contact us at 212-626-6683 or info@AdvertiserPerceptions.com.