

A premier online research community of Senior Technology Executives

The Illuminas Insight Exchange is a research community designed specifically to provide intelligence to brand managers, marketers, researchers and anyone else who needs direct feedback from senior IT decision makers. Regardless of whether you're developing a strategic marketing plan or on the verge of executing tactical details of a very specific campaign, feedback from senior IT executives will enable you to test, innovate and validate your marketing efforts.



With the Insight Exchange You Can:

- Drive open innovation around products and ideas
- Understand brand perceptions, competitive positioning
- Determine technology and budgetary priorities and IT strategy.

How the Insight Exchange Works



1

Work with Illuminas to launch activities within hours or days



2

Illuminas notifies members of a new activity



3

The activity is launched, moderated & overseen by Illuminas researchers



4

Data is available in real time during fielding through the community dashboard

solutions@us.illuminas.com

Capabilities

The Insight Exchange offers a wide variety of quantitative and qualitative tools that can provide you with the insight you need quickly and effectively. Results are available on demand and you can monitor feedback in real-time while your project is live.



SURVEYS

Powerful surveys made to deploy quickly on any device. Our experienced team will work with you to craft the right set of simple questions (up to 12) when you need a quick, quantitative read from this high-level audience.

- | Up to 12 closed-ended questions
- | 5-7 days in field



FOCUS GROUPS

Capture immediate feedback across any device for easy concept testing, creative testing, ideation and more. Our senior moderators will set up a live chat where members are recruited beforehand and show up for an hour-long, real-time conversation on a topic of your choice.

- | An online focus group
- | 60 minutes per session



JOURNAL

Deep ongoing insights across methodologies and devices. We'll set up an ongoing set of questions for members to complete over a set period of time - from as short as one week, to as long as a month or more.

- | A continual or recurring questionnaire
- | 1+ weeks



IDEATION SESSIONS

Open innovation, made simple and tied to deep research insights. Create multiple Ideation Sessions for idea contests, product feedback and idea ranking.

- | 1 open-ended question with moderation
- | 3-7 days in field



DISCUSSION BOARDS

Asynchronous, online threaded discussions moderated by Illuminas' experienced staff. Respondents complete all questions before seeing other responses, then they may see threaded responses and interact with each other to deepen the conversation.

- | Moderated open & closed-ended questions
- | 5-7 days in field



REPORTING

Reporting as agile as the research itself. All data is reported in real-time through the online portal, and each engagement includes analysis and recommendations from our experienced team of research consultants. And if you need a more polished report, the Illuminas team can easily provide a highly visual, customized PowerPoint of your results.

- | Real time & custom options
- | Flexible