

INDUSTRY INTELLIGENCE REPORTS

Uncovering trends and insights to drive your business

Our intelligence products provide unbiased results, unparalleled coverage and our in depth industry experience across our brands.

AUDIENCES

- ✓ Consumer and Trade audiences
- ✓ Beverage Universe: On-Premise, Off-Premise, Controlled States - **242,359**
- ✓ PowerSports Universe, including Boating, PowerSports, Motorcycles - **245,751**
- ✓ Horticulture Universe, Landscape, Irrigation, Sports Fields, Arborists - **181,416**
- ✓ Dealers Universe, Boating, PowerSports, Outdoor Power, Fuel - **35,986**
- ✓ Fuels Universe – **33,855**

Surveys help gain insight into your target market as well as help you better understand your customers on a deeper level, measure customer satisfaction and help build brand awareness.

CUSTOM EMAIL SURVEY “EBLAST”

Tap into our audiences to get the answers for your questions.

- Client supplies questions
- Quick Turn around



WEBSITE SURVEY

- Hosted on one of our websites
- Opt-in link or Pop-up invite
- Target specific geography
- Available across digital platforms



DIGITAL EDITION SURVEYS

- Available through digital editions as advertisement
- Opportunity to target specific customers



MYSTERY SHOPPER PROGRAM

Proprietary programs

- Client supplies locations and targeted observations / questions

Subscription programs (syndicated)

- We have over 25 years experience surveying retailers



CONSUMER/RETAILER ENGAGEMENT

Intercept/Interview

- Retail
- Show events
- Outbound telemarketing

