



Seventy-five percent of companies say they don't understand their customers

With the challenges of running a business and maintaining operations, it can be hard to stay on top of changing customer needs. Many businesses don't have the resources, internal research expertise or a way to reach their target customers for insights.

Randall-Reilly has been conducting proprietary research for clients in the trucking, construction and other industries for more than eighteen years. Through our media brands and the largest proprietary contact database in the industry, we help our clients gain the insights they need to build brand awareness, introduce a new product or service, explore a more competitive positioning and more.

Our Audiences

Audiences available for research studies include:



Trucking



Construction



Agriculture



Machine Tools



Lift Trucks



Our Approach

STEP

1

Discovery call
to confirm objectives,
research needs,
project scope and
targeted audiences.

STEP

2

Deliver research
project plan and
cost estimate.

STEP

3

Develop survey
questions,
recommended cover
message, and provide
link to test survey.

STEP

4

Launch survey,
monitor response
rate and optimize
as needed.

STEP

5

**Develop survey
findings report**
for client review.
Additional data sorts
provided as needed.



Estimated Project Management Cost: \$10,000

This includes:

- ✓ Consulting services to help define audience
- ✓ Development of or consulting on survey questions
- ✓ Designing/programming survey on our platform
- ✓ Fielding survey and response management
- ✓ Survey findings report

Additional quantity-based cost:

- ✓ **List Rental** – We charge .30 cents per name and typically stagger survey waves of 10K, using only as many names as needed to meet your goal.

Talk to your Sales Representative today to find out how we can support your research needs.

Don't let the lack of internal resources or access to your target customer be a barrier to getting the data you need to make fact-based decisions.