

Virtual Intelligence Briefing

Expert B2B Marketing Services for Leading Technology Companies

Virtual Focus Groups Features & Benefits

Virtual Focus Groups Program

Virtual Focus Groups is ViB's new program designed to deliver high-quality, on-demand answers to your time-sensitive, business-critical questions.

Gather valuable feedback from exceptionally qualified panelists on your timeline with our Virtual Focus Groups program.

- ◆ Discover relevant opinions to help drive business objectives
- ◆ Get informed feedback from exceptionally qualified panelists
- ◆ Gain competitive advantage with fast, meaningful answers
- ◆ Benefit from the power of ViB's vast Community of more than 2 million highly engaged professionals
- ◆ Foster a valuable discussion of your brand, solutions, and services
- ◆ Understand the needs, perceptions, preferences, attitudes and beliefs of your prospects and end-users
- ◆ Find out which messaging resonates with target audiences
- ◆ Learn whether your strategic positioning is effective
- ◆ Receive informed input on product requirements, brand perceptions, website feedback, pricing, messaging, buying behaviors, and more

Traditional focus groups are expensive and struggle to secure a panel well-qualified enough to provide informed feedback within desired timeframes. ViB's new Virtual Focus Groups program removes these barriers, making it fast and affordable for companies to get informed answers that drive business objectives. We assemble 5-7 highly qualified participants, host the event on our platform, and deliver a video and transcript. Benefit from the breadth and depth of engagement of the ViB community and gain insight from exceptionally qualified panelists on your timeline. Teams like demand generation, market and business development, field marketing, product marketing, and events love ViB because we're flexible, reliable, and deliver high conversion rates quarter after quarter.

"I don't usually recommend tools or vendors because I'm really skeptical. But I have recommended ViB to a number of my colleagues for two reasons: they are amazing to work with, and they deliver!"

Paula Ellis
Director of Demand Generation



How It Works

It's simple to start ViB's Virtual Focus Groups Program:



Provide us with your questions and audience targeting criteria.



We execute the event logistics and drive attendance – all you do is moderate.



We deliver a video and transcript of the event.



Who benefits from ViB's Appointment Setting Program?

- ◆ Demand generation teams
- ◆ Field marketing
- ◆ Brand management
- ◆ VPs and CMOs
- ◆ Event & product teams
- ◆ Product marketing

About ViB

Improve Your Results

Helping people improve their marketing results is the #1 - and only - reason we're in business. Leading technology companies partner with ViB to drive awareness and increase conversions, improving the results of key initiatives at critical times.

Leverage 2MM Professionals

We've cultivated an active and engaged community of over 2 million professionals and decision makers who represent your buyers and end-users. They trust us. So when we suggest a solution or company, they know it'll be something worth their time looking into. This powerful community makes us unique in the industry.

Find Out Why 84% of ViB Customers Are Repeat Customers

We go above and beyond to make sure our customers are happy, making it easy and affordable to generate qualified leads, get your message in front of the right audience, and boost event attendance.

ViB Customers



NUTANIX™



PivotPoint
SECURITY



VEEAM

Western Digital.