



OUR RESEARCH TOOLKIT

A full range of solutions to answer your toughest questions

Illuminas is a leading global insights consultancy specializing in B2B and B2C technology-driven industries. The largest tech-led companies in the world turn to Illuminas for the research insights they need to make more informed business decisions.

Our focus on technology-driven industries has allowed us to develop a broad range of expertise across quantitative and qualitative research methodologies. From Brand Tracking to Message Testing to Persona Development and more, Illuminas has the **Research Toolkit** to answer the toughest business questions.



QUANTITATIVE

- Online surveys
- Phone-to-web surveys

QUALITATIVE

- Focus groups
- Online discussion boards
- 1-on-1 interviews

CONTACT US

Visit us at us.illuminas.com to learn more or email us at solutions@us.illuminas.com to schedule a call with our new business development team.