

# **Brand Leader Survey**

### 2017 Endpoint Protection

#### **Overview**

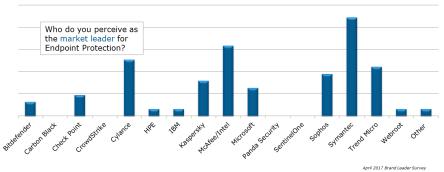
The 2017 Brand Leader Survey for *Endpoint Protection* is independent, non-sponsored research conducted annually by IT Brand Pulse.

## Measures perceptions of the people who matter most: *IT Pros*

IT Pros are the ones who implement data center infrastructure on an everyday basis—making their responses the most valuable. For

### **2017 Market Leader Endpoint Protection**





IT Pros, brand leader surveys provide meaningful data representing the opinions of hundreds of their peers on various products and vendors. For IT vendors, brand leader surveys uniquely reveal how a company is perceived by a cross-section of large enterprise, SMB and HPC IT pros, relative to other brands.

### Covers various products with six brand leader categories in each annual survey

Global IT professionals are asked who they perceive as Market, Price, Performance, Reliability, Service & Support, and Innovation Leader—from a randomized field of provided vendors or the opportunity to write in an answer choice—in surveys conducted annually for particular product categories.

#### The following Brand Leader collateral is available per product category:

- ♦ Award Logos \$1,500 (One price for up to 6 logos: Market, Price, Performance, Reliability, Service & Support, Innovation)
- Standard Infographic \$1,500 (One price for up to 7 poster-style Infographics: Brand, Market, Price, Performance, Reliability, Service & Support, Innovation)
- ♦ Brand Leader Profile \$1,500 (One-page analyst report)
- Custom Infographic \$ 1,995 (Market segment overview, survey results, summary analysis)
- ♦ Survey Report \$ 1,995 (Includes previous year's comparison data, when applicable)
- ◆ Email Campaign-in-a-Box \$ 3,995 (Once a week email on your leader achievements x 4 wks x 40,000 IT Pros = 160,000 sends/approx. 8,000 opens over 4 weeks)
- Package A \$ 2,500 Award Logos + Standard Infographic (\$ 3,000 value, if purchased separately)
- ♦ Package B \$ 3,500 Award Logos + Standard Infographic + Brand Leader Profile (\$ 4,500 value, if purchased separately)
- ◆ Package C \$ 8,500 The Works: Award Logos + Standard Infographic + Brand Leader Profile + Survey Report + Email Campaign-in-a-Box (\$ 10,490 value, if purchased separately)

### **Order Now**

For more info on brand leader surveys or collateral, visit our website or contact us to order NOW!