

Market research

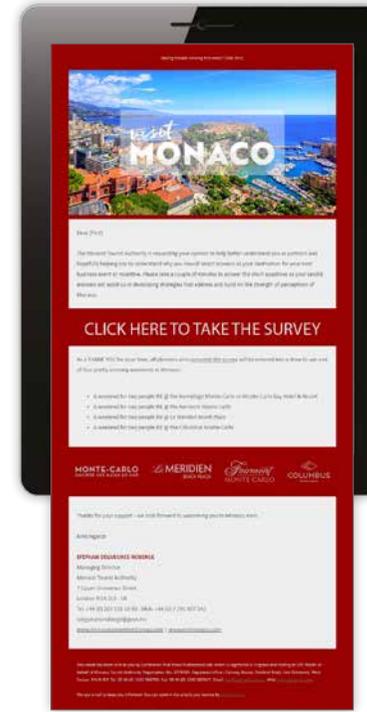
Do you need to discover more information about the meetings market? By distributing a bespoke survey to our key contacts you can ask questions relevant to your organisation – and the feedback will help your future business planning.

- CAT Media offers a unique opportunity to target buyers from the UK meetings market (Meetings & Incentive Travel) and the European/international association sector (Association Meetings International) with a bespoke survey with questions tailored to your needs so you can gain market intelligence.
- CAT Media's database of worldwide conference and event planners is fully GDPR compliant so you can be sure of a targeted distribution and response.

The market research package includes:

- Production of fully mobile-responsive HTML
- Online Survey hosted by CAT Media
- Distribution to M&IT or AMI's GDPR compliant buyer database
- After the survey is completed CAT Media will provide you with a report which shows a full analysis of the results
- CAT Media will also provide you with the data file of all buyers that have completed the research

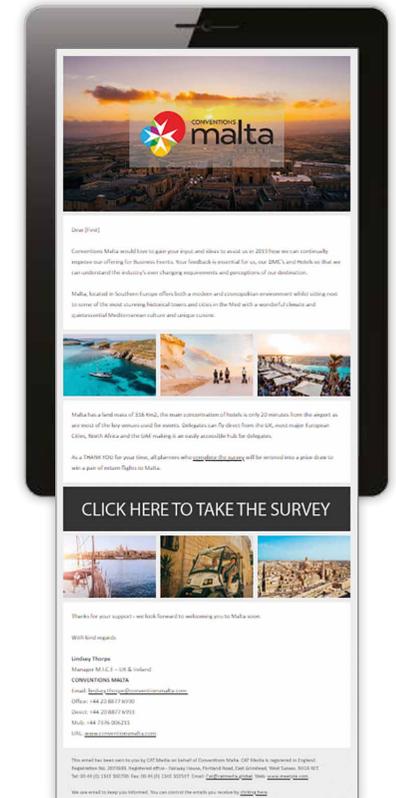
Price €8,995



“The survey response was great from agencies and corporates and gave us plenty of really useful feedback for our Hotel and DMC partners in Malta and for us to analyse how we should continue to market the destination moving forwards”

*Lindsey Thorpe,
Conventions Malta*

CAT Media's market research facility uses the GDPR regulated databases of M&IT and AMI

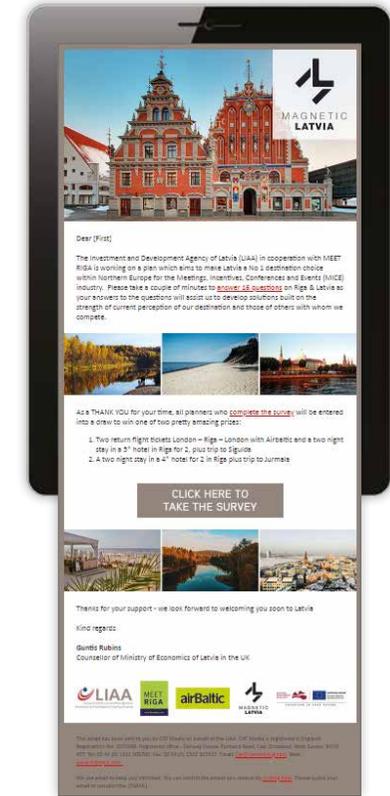
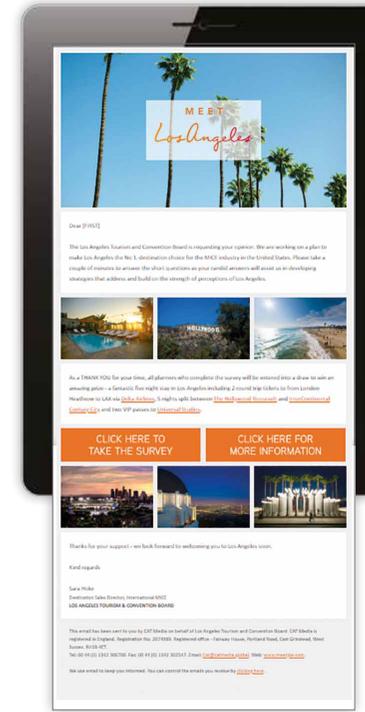


Key facts

- CAT Media will send a HTML on your behalf to your chosen audience
- We highly recommend offering an incentive prize to your destination to encourage completion
- We will work with you to create market research questions that maximise this opportunity. We suggest you provide up to 12 questions
- You will need to provide a company logo, website link, text and images for the HTML

All of the above information is required four weeks in advance of the first dispatch date. All designs are signed off by the client before they are dispatched.

■ 16% is the average industry open rate and 2% is the average industry action rate. Depending on the final campaign created, you can achieve in excess of these averages.



“Cooperation with CAT Media has been exceptional. They have always been very forthcoming, ready to listen and accommodate our needs. I really enjoyed working with them and would recommend to anyone aspired to receive a high quality of service.”

Guntis Rubins,
Latvian Embassy in the UK

For more information, contact: sales@CATMedia.global

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