



In partnership with TrueDot^{ai}

A COMPREHENSIVE OFFERING TO ACCELERATE AND ELEVATE YOUR SURVEYS

Surveys are a staple of B2B marketing, communications, and business development, but a wide array of challenges—from reaching the right respondents in a cost-effective manner to producing distinctive content—often undercut their effectiveness.

Common challenges

- // A lack of up-front planning on survey topics and outputs leads to poor data.
- // Traditional survey tools require significant manual coding, slowing time to market.
- // Almost every online survey platform has a subpar respondent experience, which undermines data quality.
- // Analyzing data, creating crosstabs, and synthesizing open ends requires manual work and expert input, driving up costs.
- // Access to high-quality respondents can be cost-prohibitive, especially when companies are seeking to reach the C-suite.
- // Market research firms are not experts in content development but often take on this task as part of a comprehensive offering, leading to off-target thought leadership.

As a result, moving from project brief to survey to data and analysis to content can take too long, cost too much, and result in content that just plain misses the mark.

LEFF is a strategic content marketing agency partnering with B2B clients to tell their stories, share their insights, and reach their audiences in distinctive, powerful ways. We serve some of the top global professional services firms, B2B companies, and public sector organizations.

TrueDot.ai is the AI-accelerated research platform used by major universities, Fortune 500 companies, and leading tech firms that want faster, cleaner insights about mission-critical topics and challenges.

An end-to-end survey offering tailored to your needs

LEFF, a seasoned B2B content marketing agency, has partnered with TrueDot, whose leading-edge AI-accelerated platform incorporates decades of survey experience and best practices. Our dedicated team brings the right expertise to ensure continuity across phases, speeding time to market.

Develop surveys in record time

The best surveys start with a strategy brief that clearly defines objectives and identifies specific topics and angles to explore. A combined team of LEFF and TrueDot professionals consults with clients on the brief, which becomes the foundation for survey development.

TrueDot's platform ingests the brief and other relevant material to produce an initial draft of a survey in just seconds. A client's stakeholders don't have to learn how to work in a new platform. Instead, they can iterate on an exported Word document, which can then be synced with TrueDot's platform to reflect all changes. Once the Word document is approved, the platform automatically generates an online survey optimized for user experience. Its transformative technology accelerates insight generation tenfold and enhances data quality through a revitalized survey experience.

Reach the right respondents cost-effectively

LEFF and TrueDot have direct access to online panels of verified respondents around the world. Clients can define their target audiences by role, industry, and geography or region, with transparency into cost per respondent as well as confidence that real people will take the time to answer all questions and fill in open fields.

*Sample costs: **Approximately \$100 for each C-suite respondent and \$30-\$50 for other roles.***

The flexibility to set the number of respondents based on different aspirations and outcomes enables companies to pursue options that fit their budget. LEFF and TrueDot handle all aspects of fielding the survey—including making any midstream modifications—to ensure the best possible results.

Develop high-quality content that stands out

Survey results are provided to clients both in intuitive spreadsheets and in a Word document that highlights key takeaways. Requested crosstabs are provided at no additional cost, and responses to open-field questions are aggregated by topic and theme.

LEFF's team of senior editors and data visualization experts works directly with client leads to review survey data and analysis, highlight the most notable and counterintuitive insights, and present compelling narratives in formats that elevate the findings. Crucially, we ensure every client's knowledge and experience are showcased in actionable prescriptions—the hallmark of the best thought leadership.

Sample pricing

// Survey development: **\$2,500**

// Fielding and panel access (eg, for 200 C-suite executives): **\$20,000**

// Content (2,500-word research report with 5 to 6 exhibits): **\$15,000**

Total: \$37,500

Companies own the data, initial analysis, crosstabs, and open ends that can be the source of additional content.