

Gain a valuable insight into the chemical market place

ICIS offers an expert research service through a variety of bespoke research solutions, offering you access to over **95,500*** chemical industry professionals. Through ICIS custom research you can target decision makers globally and locally with involvement across a number of markets including Petrochemicals, Fine Chemicals, Specialty Chemicals, Pharmaceuticals and many more.

The ICIS team of research & usability specialists has a wealth of B2B experience in researching both the chemical industry and business professionals. Our team has undertaken a number of projects for leading organisations including Bayer MaterialScience, Hexion Chemicals, Accenture and Celerant Consulting.

ICIS custom research can help you make informed business decisions based on valuable insight into your market place. We can help you to:

- **Gain brand awareness and thought leadership reputation** by aligning your brand with hard hitting PR and editorial content on up to the minute market issues e.g. sustainability, business confidence...
- **Pinpoint untapped market share** by benchmarking your brand in the market place against your competitors
- **Improve your marketing communications & measure ROI** by evaluating your campaign messages amongst your target audience
- **Deliver more traffic, leads and revenue** to your business by assessing the usability, design and SEO of your website
- **Ensure customers buy from you and not your competitors** through a deep understanding of buyer behaviour and market trends



*Source: Publisher's statement, market-contactable users, January 2012

To find out how ICIS custom research can help you make better business decisions please contact us at www.icis.com/advertise-contacts