SCIENCE AND MEDICINE GROUP

LIFE SCIENCE CUSTOM MARKET RESEARCH

Trade assumption for evidence. Understand your position. **Then strengthen it.**

SMG's custom market research solutions, built for life science and analytical instrumentation leaders selling into a market that's watching every dollar and scrutinizing every vendor more closely.

SOLUTION 01

Perception

SOLUTION 02

Loyalty & Switching

SOLUTION 03

Messaging Reach

Most companies assume they know where they stand. Few can prove it.

Budgets are tighter and buyers are scrutinizing every vendor more closely before they spend. Having clear evidence of where you stand, and strengthening your position, isn't optional anymore. It's what gets you chosen.

120+
Annual custom market research studies

3
Custom research solutions

30+
Years of industry intelligence

55,000+
Vetted Advisory Panel experts

CLOSING THE GAP

SMG's custom research is built to close that gap, giving you the evidence to prove your position, strengthen it, and defend it.

That evidence comes from SMG's Science Advisory Panel and 30+ years of industry intelligence, with human-led insight that turns research into clear, actionable decisions your team can use and defend.

Proven

Delivered through SMG's Life Science brands, BioInformatics and SDi, with 30+ years of industry intelligence behind every study.

Human-led

Every engagement is interpreted with human-led insight, not left to raw survey output.

Defensible

Built to hold up when your leadership team asks the hard questions.

Three ways to prove, strengthen, and defend your position

Run one solution or all three. Every SMG research engagement follows the same six-step process, from defining the question through to a defensible, presentable answer.

SOLUTION 01 · PERCEPTION

Benchmark how the market sees you

See how your customers and target buyers perceive you against specific competitors. A benchmarking study shows you exactly where the gap is, what's driving it, and what "good" looks like in your category.

Gets you: defensible positioning decisions. →

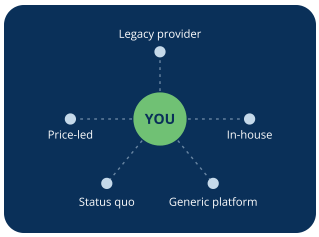


SOLUTION 02 · LOYALTY & SWITCHING

Know what moves a customer to you

Customers don't leave or stay for the reasons companies typically assume. This solution uncovers what would actually make a buyer choose you over a specific competitor.

Gets you: a clear switching and retention strategy. →

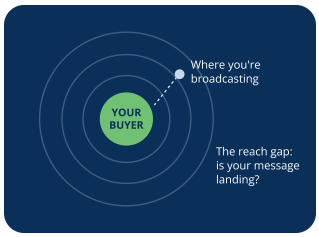


SOLUTION 03 · MESSAGING REACH

Confirm you're reaching the right buyers

Even strong positioning fails if it's not showing up where decision-makers actually look for information. This solution audits which channels reach your buyers, and where they're already getting information about you and your competitors.

Gets you: confidence your message and channel mix actually reach your buyer. →



HOW AN SMG RESEARCH SOLUTION COMES TOGETHER

1 Define the question you need answered.

2 Design the research approach around your market.

3 Reach the right respondents through SMG's Science Advisory Panel.

4 Analyze the data into a clear, evidence-based read.

5 Interpret the findings with human-led insight.

6 Present an answer you can act on and defend.

A vetted panel of 55,000+ scientific experts

SMG's Science Advisory Panel is a vetted, opt-in community of 55,000+ scientific experts spanning academic, pharma, clinical, and applied research, built over more than two decades. Every member holds an in-depth profile, so every solution reaches the people who actually influence your customers' decisions.

55,000+

Vetted, opt-in expert members

30+

Years of industry intelligence

Quant · Qual · Secondary

Led end to end by PhD-level researchers

PANEL COMPOSITION

Panel by sector



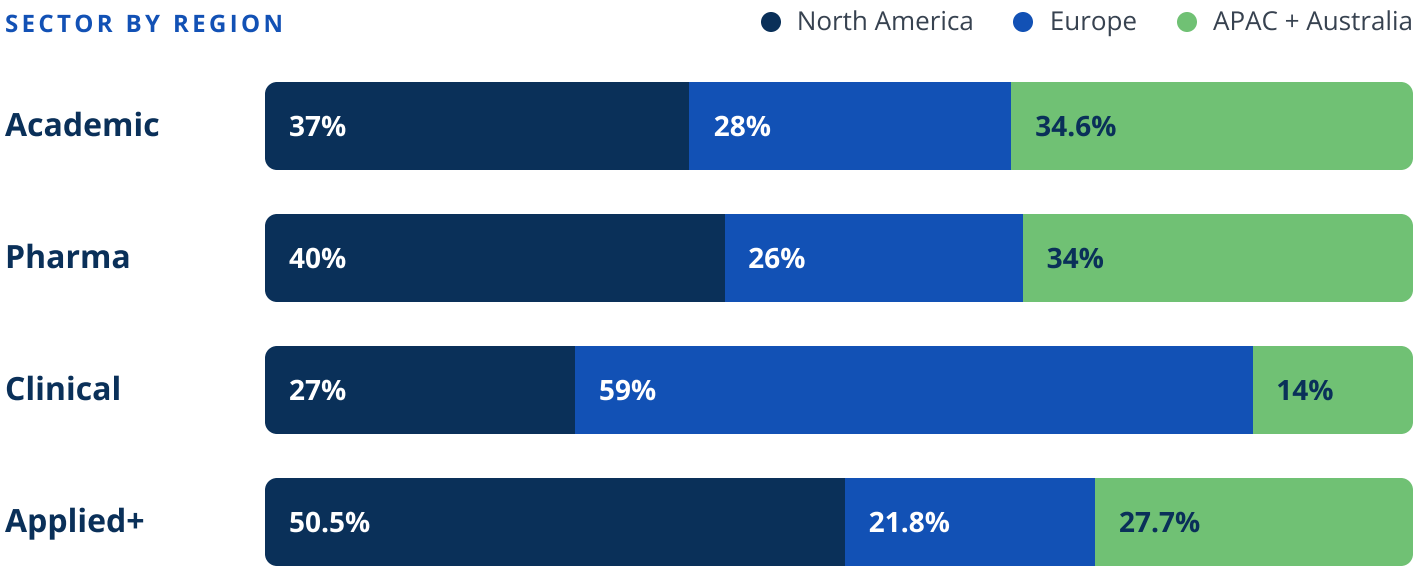
50%	**Academic** · academic/university, government, non-profit
25%	**Pharma** · biopharma/biotech, pharma, CRO, CMO, for-profit
17%	**Clinical** · hospital, clinical lab, university medical center
8%	**Applied** · agriculture, biofuel, chemical, commercial testing, electronics, environmental, food/bev, materials, personal care

Delivered through SMG's life science brands, **BioInformatics** and **SDi**, backed by the reach and depth of SMG's Science Advisory Panel.

Expertise that spans every region you sell into

Panel composition breaks down differently by sector and by region, so every solution reaches the right respondents wherever your buyers actually are, across North America, Europe, and APAC + Australia.

SECTOR BY REGION



The difference between a fast answer and a defensible one

A first answer is easy to get. The one that holds up when your leadership team asks hard questions takes more: access to the right respondents, and the human-led interpretation that turns their answers into a decision you can defend. That's what SMG's Science Advisory Panel is built for: the right respondents, interpreted with human-led insight.

Delivered through SMG's life science brands

This research is backed by the reach and depth of brands life science has relied on for decades.

BioInformatics

AN SMG BRAND · SINCE 1994

Life science's trusted research and advisory partner, giving this panel direct access to a proprietary network of scientific experts and more than three decades of tracking researcher loyalty, switching behavior, and purchasing decisions.

IBO

AN SMG BRAND

Instrument Business Outlook delivers a twice-monthly newsletter of curated industry news across the life science and analytical instrument markets, reaching decision-makers.

SDi

AN SMG BRAND

One of the SMG brands this panel draws on directly, contributing to its reach and depth of evidence-based insight for the life science audience.

FEATURED CASE STUDY

360

model organism researchers surveyed

Brand Audit Tracker

See how SMG helped a global life sciences organization trade assumption for evidence. Through a custom quantitative survey of 360 model organism researchers across North America, SMG measured brand awareness, quantified the "stickiness factors" driving loyalty, and benchmarked the company against key competitors, delivering a full brand health report and trend analysis against prior research waves.

Also working in Diagnostics? SMG runs the same three research solutions for Diagnostics teams, backed by IMV and Kalorama.

Ready to trade assumption for evidence?

Whether you're ready to run one of SMG's three research solutions or want to talk through where your market position stands today, our team is ready when you are.

Talk to our team →

info.scienceandmedicinegroup.com/custom-market-research-solutions-life-science

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