



Understand Buyer Needs and Perceptions

To win in an AI-saturated market, you need more than assumptions—you need proof.

Even seasoned marketers fall into the trap of guessing what buyers want, especially in times of tech shifts. How are buyer behaviors and perceptions changing in the face of AI? Without a direct line to evolving buyer needs and perceptions, your messaging misfires, campaigns underperform, and sales cycles drag.



Understanding your buyers isn't a checkbox—it's your competitive advantage.

When you tap into authentic buyer insight, you can:

- Uncover the real challenges and priorities driving purchase decisions
- Align your solutions with urgent buyer needs, not hypothetical pain points
- Navigate shifting perceptions that can make or break your positioning

With unbiased, research-backed intelligence, you stay grounded in what matters most: your customers. You can challenge assumptions and speak with credibility.

Crack the Buyer Code: Pain Points, Priorities & Perceptions in an AI World

IDC provides:

- Buyer persona intelligence for CIO and CTO roles, decision triggers, and influence mapping
- Analyst-guided evaluations for message testing, market entry strategy, and product launch planning
- Advisory for CMO-level planning and market insight regarding changing buyer behavior, AI impact and how marketing is evolving
- Marketing investment benchmarks report & planning guidance to optimize budget & resource allocation

You'll get clarity on what your buyers actually care about, why they act, and how to align your GTM, messaging, and investments to meet them where they are.

Why Marketing Leaders Choose IDC

- Direct buyer feedback—not recycled data.
- Actionable insights you can apply across marketing, sales, and product teams.
- Faster alignment on what actually moves the needle.

Ready to move from assumptions to authority? Let's talk about how IDC can help you understand your buyers—and outpace your competitors.

Contact us