

OBJECTIVE

Market Reader Pro™'s objective for our Data Collection and Reporting services is to be a business partner for companies who need and want to conduct market and product research, whenever and wherever there is the potential to enhance business development opportunities. We deliver sound data that companies can use to evaluate the commercial potential of ideas, services, products, concepts and ventures.

CURRENT PROBLEM

Product manufacturers and brand managers need to know what consumers want in order to maximize the success of their product launches. Yet, budgets for market research are frequently limited, and consumer insight is often needed...yesterday!

SERVICE DESCRIPTION

Market Reader Pro™ is a global full-service market research company that uses the Web to collect and report directly from a broad range of consumers on their behaviors, perceptions, needs, attitudes and opinions. We provide our clients with custom market research solutions that utilize advanced online tools combined with proven research techniques to enable client businesses to gather the critical consumer feedback necessary for important marketing, product development and other business decisions. Projects range from simple "habits and attitudes" questionnaires to complex in-home product testing studies.

Using our own proprietary on-line technology, our service dramatically reduces the cost per survey in comparison to traditional research methods. This allows companies to conduct much larger research studies more quickly than traditional research methods. We assist companies by collecting sound normative data that is used to evaluate the commercial potential of future product candidates.

With Market Reader Pro™, access to cutting-edge knowledge has never been easier or more cost-effective to obtain.

Our research capabilities, consumer panel and online survey technology are capable of supporting research on virtually any topic or client business objective; including product testing, behavioral inventories,

segmentation, habits and attitudes, opinion analysis, satisfaction and brand loyalty analysis.

Our custom research methodologies include:

- Custom Research Panels
- In-Home Product Testing
- Focus Groups
- New Product Promotions
- Omnibus Online Surveys

REPORTING

Market Reader Pro™'s team of experienced analysts is well versed in providing actionable analysis for both new and established companies and brands. Using our technological reporting approaches, Market Reader Pro™ is able to effectively capture consumer feedback and provide clients with fast, value-added feedback that has been customized to meet their needs. Our in-house reporting capabilities allow us to eliminate additional steps of the research process and reduce time and cost.

Our team is fully capable of producing traditional .csv and Excel files, and we are always happy to produce actionable summaries in PowerPoint.

INTERNATIONAL REACH

Market Reader Pro™ provides data collection for clients all over the world, with market research being conducted in French, German, Japanese, Korean, Italian, Spanish, Portuguese, Russian, Polish, and English markets. Market Reader Pro™ surveys the marketplace on a variety of products and services, such as apparel, fragrances, foods, cosmetics, movies, music, home appliances, and entertainment. We have panelists in all 50 states and over than 50 countries.

TECHNOLOGY

We create reports and applications that handle data empowering our clients by using tools they already understand. We are experts in Data Mining modeling eXtensions (DMX), SQL Server Analysis Services (SSAS), online analytical processing (OLAP) analysis, Cubes, Pivot Tables, Cluster Analysis reporting services, and MDX programming.

We Turn Raw Data Into Business Intelligence!™