

OBJECTIVE

The objective of Prospects on Demand is to generate pre-screened, organized, ranked-list potential customers or product distributors quickly and cost-effectively. We aim to supply our clients with qualified leads which provide a high rate of return at a good price per lead.

CURRENT PROBLEM

Outdated methods of generating leads include searching online and in the phone book without maximizing the capabilities of the Web and other technologies.



Prospects on Demand™

SERVICE DESCRIPTION

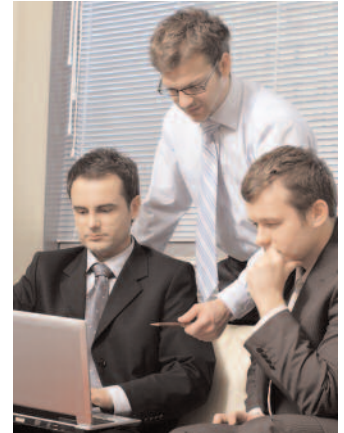
P.O.D. is an integrated proprietary process for generating qualified leads. At Market Reader Pro, we have honed our processes and technologies for recruiting highly select consumers to participate in our clients' studies. Applying that knowledge and more, we generate highly qualified business leads.



WORK PLAN

We begin by talking to our clients to find out what has and has not worked for them in regard to generating leads. We then customize our efforts based on client needs by:

- Identifying ranked and unranked "suspects"
- Determining potential "prospects"
- Contacting prospects
- Qualifying prospects
- Delivering reports



TECHNOLOGY

At Market Reader Pro, we fully understand the complexities of the Web, and we use our understanding to our clients' benefit. We've been providing Web-based intelligence reporting since 1993. Our applications leverage the interactive capability of the Web to deliver real time information services tailored specifically for each client.

Our clients rely on our unique process to help them anticipate and capitalize on rapidly changing market segments in a way that traditional research services cannot. Our multi-tier system architecture has security and tracking systems built in and allows for flexible data reporting, customized data presentation, audio and video reporting, automated Web crawling, and much more.



We Turn Raw Data Into Business Intelligence!™