



UNLOCK MARKET

INSIGHT

WITH
MARKET RESEARCH SOLUTIONS

MDR

A Company of D&B

MDR HAS THE KEY TO TARGETED, ACTIONABLE INFORMATION

Market Research Solutions is a cost-efficient way to **leverage** MDR's unequaled 5 million educator name database so you can assess—and **build**—your business. We offer one-on-one market research consulting, data-gathering expertise, custom-tailored services, plus a rapid delivery system. Our full-service solution gives you valuable insight to explore new and **profitable business opportunities**.


THE POWER OF RESEARCH

More and more businesses understand that research provides insight into customer preferences, buying patterns, behaviors, and perceptions.

Industry reports show that revenue for the market research industry increased 10% in 2004 over the prior year. This growth indicates the high confidence level U.S. marketers have in using market research to build their businesses.

MDR's **Market Research Solutions** uses our rich database and research know-how to help you ask the right questions. MDR customers who have recently used MDR's **Market Research Solutions** have gained insight to these complex questions:

- ▶ What products do my customers **need** to **improve** test scores?
- ▶ Which communication channel is the **best** to sell my product?
- ▶ How do educators **perceive** my company?
- ▶ What is the **scope** and **size** of a particular market?



We used market research to learn how customers would perceive the value of our new science software in the context of standards-based assessment programs.

THE MARKET RESEARCH SOLUTIONS EDGE

*You need to make decisions...the right ones to drive your business.
Market research is the answer!*

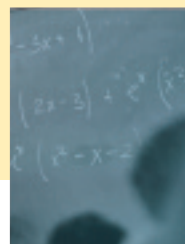
MDR's **Market Research Solutions** presents a cost-effective way to understand the marketplace and your customers so you can compete successfully in the education market. We provide:

- Powerful pairing of trusted MDR expertise and skilled market research consultants
- Thorough needs assessment to provide you with a customized research strategy
- Professional survey development—the right questions to address your marketing issues and reach your marketing goals
- Tailor-made solutions for your business, ranging from easy-to-execute Web surveys to telephone interviews, focus groups, and large-scale analysis
- Complete access to MDR's comprehensive database of highly selectable educator names and e-mail addresses to reach your best responders

Market research provides solid research—and the answers you need to shape your marketing strategy.

The bottom line? MDR's **Market Research Solutions** helps you transform your marketing and sales questions into revenue-generating answers that build your business.

Call your MDR Representative at
800-333-8802 to learn more,
or visit our Web site at
www.schooldata.com.



OPEN THE DOOR TO NEW OPPORTUNITIES

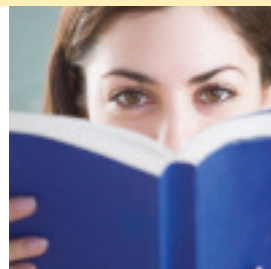
Use MDR's Market Research Solutions to turn information into profitable actions.

E-Survey. Choose from the largest, most comprehensive educator e-mail database on the market. Develop quick and economical e-mail-based surveys that provide real-time access to valuable, actionable data.

Tele-Survey. One-on-one telephone surveys about your brand and products with detailed reporting.

Custom Research. Meet the specific needs of your business with customized solutions, such as live and online focus groups, in-depth reporting and presentation support, detailed analysis, and more.

My company is considering developing a new reading comprehension product. Will educators find this product valuable? Will they think it has unique appeal?





Imagine having the keys to making sound business decisions based on solid research—all from an information source you can trust. You'll get that with MDR's Market Research Solutions.



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