



# Market Research Solutions

ACTIONABLE BUSINESS INSIGHT  
SO YOU CAN MARKET WITH CONFIDENCE

## Market with confidence using actionable information.

Quantitative, Qualitative, and Secondary Research Solutions by Education Industry Experts

## MARKET RESEARCH SOLUTIONS WILL HELP YOU:

**Minimize the risk of doing business.** Obtain solid, detailed answers to critical questions and drive smarter strategic plans.

**Improve your performance.** Uncover and identify potential challenges, create benchmarks, and track progress, or evaluate successes and failures before taking the next steps.

**Develop the products that your market needs.** Explore new and profitable business opportunities to make informed product development decisions.

**Market with confidence.** Arm yourself with real data to sell to the right people, at the right time, for the right price, and with the right positioning and messages.

### BENEFITS

- **100% Education Focused** – It's what we do. We communicate with educators, study the trends, and analyze the market forces at play to offer a unique advantage when it comes to research in the education market.
- **Unmatched Access** – We can provide more targeted respondents for your research studies from educators and parents to high school and college students.
- **Relevant Answers** – Get the in-depth, exclusive answers you need with our state-of-the-art methodologies.
- **Expert Support** – Free initial consultation to evaluate your needs and recommend a market research plan. Ongoing researcher interaction with you throughout the project ensures we achieve the expected results.
- **Flexible Solutions** – Choose the exact level of research service that you need. Our solutions are custom designed to meet your business intelligence needs in today's marketplace.

Gain **INSIGHT** about...

#### Your Customers and Prospects

- How do educators perceive your products and brand?
- Which communication channel is the best to sell your services?
- Why has the performance of a particular product changed?
- What types of products or features do your customers want to see in the future?

#### Your Market

- What is the scope and size of your particular market?
- What products do your customers need to improve student performance?

#### Your Competition

- Who is your current and emerging competition?
- What are their strengths and weaknesses?

#### Outside Factors Influencing Your Business

- Which economic factors are impacting your bottom line?
- What effect is legislation (like NCLB) having on your business?

Call MDR Market Research at 800.525.5811 to start getting answers to your business questions.

[www.schooldata.com](http://www.schooldata.com)

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## A Full Suite of Research Tools

### QUANTITATIVE RESEARCH

Quantitative research delivers hard data about your target audience. Measure their level of awareness, what they think of your product, and their purchase intent. This type of data is essential, particularly when determining the feasibility of new products, measuring market share, and assessing brand awareness among educators. Use quantitative research for:

- Concept and Product Testing
- Market Sizing/Market Potential
- Competitive Product/Service Assessment
- Purchasing Forecasts
- Customer/Client Satisfaction

Data collection options include telephone, online, phone-to-web, mail, or in-person surveys.

#### E-Survey Plus

E-Survey Plus makes it easy and affordable to execute an email survey of up to ten questions by bundling MDR's market research consulting, the largest educator email database available, and email deployment services. Based on your survey objectives and draft questions, our experienced market research team will edit and prepare the survey for programming, host the online survey, monitor data collection, and report responses.

### QUALITATIVE RESEARCH

Qualitative research uses smaller sample sizes and more personal interaction to give you insight on product perceptions and buying preferences, as well as reaction to new marketing campaigns from your customers and prospects. Use qualitative research to:

- Identify education industry trends
- Develop strategic positions
- Understand market drivers
- Pinpoint target markets
- Determine unmet needs
- Craft effective marketing messages

Our research team will work with you to select the best qualitative approach, including traditional or online focus groups, mini-groups, or in-depth interviews, and then interpret the findings.

### SECONDARY RESEARCH

In addition to developing custom primary research studies, MDR offers a variety of secondary research opportunities:

- Market Scans
- Competitive Analyses
- SWOT Analyses
- White Papers
- Case Studies

Market Research questions? Email us: [MDRMarketResearchQuestions@dnb.com](mailto:MDRMarketResearchQuestions@dnb.com).

"MDR's knowledge of the education market has made a significant difference in the quality of the surveys they've developed for SMART. The research team's professionalism and expertise have been invaluable, along with their keen insight into the K-12 market's purchase decision process. Their thorough analysis and actionable recommendations informed our strategic business plans and tactical decisions. We've found the market research team to be customer-centered, collaborating effectively with our internal staff, and offering practical knowledge gained from years of experience in researching the education market."

Andrew Donegan  
Manager, Market Insights  
SMART Technologies, Inc.

### Get Your Business Questions Answered!

Determine your objectives and contact MDR Market Research today for a **free consultation.**

**Call 800.525.5811.**

**All our solutions are backed by the quality and service you expect from MDR.**