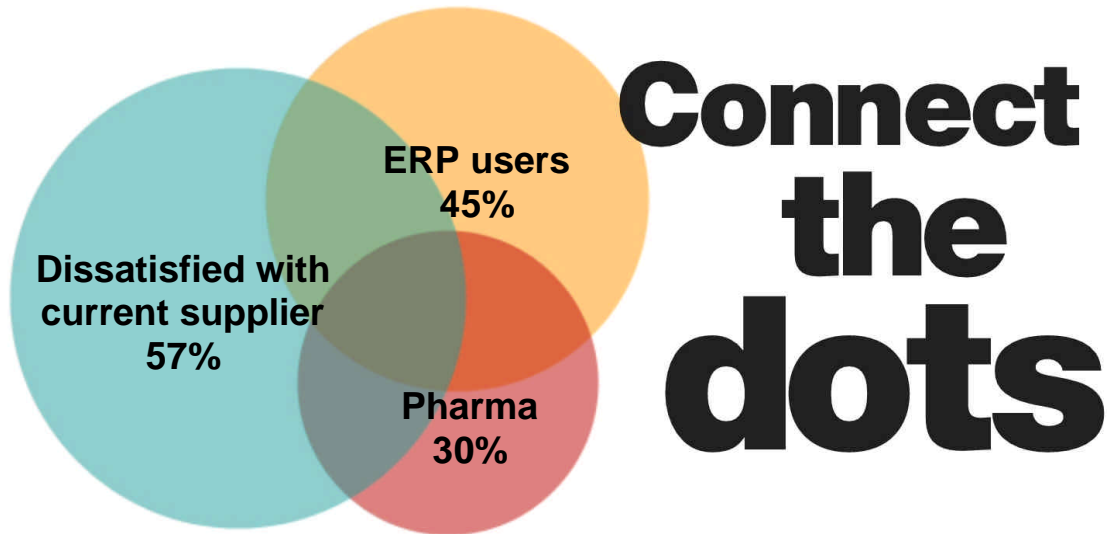




Data's ubiquity and easy accessibility can give those who are hungry for information a case of indigestion. Frustrations often stem from data quality issues or an aversion to statistical methods. Demand Generation helps with both data collection and analysis and presents recommendations in succinct, readable documents.



The measure of success

Win/Loss Analysis

Winning new business is difficult and expensive. Revenue and gross margins tell the story. Demand Generation uncovers why companies buy—or do not buy—your products. These findings determine future marketing messages and product feature concepts.

Divide and partner

Market Segmentation

Modeling a market's potential begins with understanding the full spectrum of prospective customers. Identifying and characterizing priority market segments is vital to a targeted marketing strategy. Demand Generation segments customer types by common attributes and buying motivators.

Birds of a feather

Buyer Profiling

Purchasing decisions come down to human disposition. Buyer profiles present a clear picture of each customer's role in the decision process. Demand Generation builds pursuit strategies that target individual buyers based on role, motivators, and needs.

To learn more about how Demand Generation can help your company attract better customers, please contact Christopher Minnick at CMinnick@demandgeneration.com.