

Expert DecisionMaker™ Panels

Expert Research Leads to Effective Business Decisions.

100% Business. 100% Research.

Research is essential for your business decisions. Yet, the source of the data makes all the difference in the effectiveness of those decisions. So your research data needs to be of the highest quality, customized for your needs, and quickly accessible.

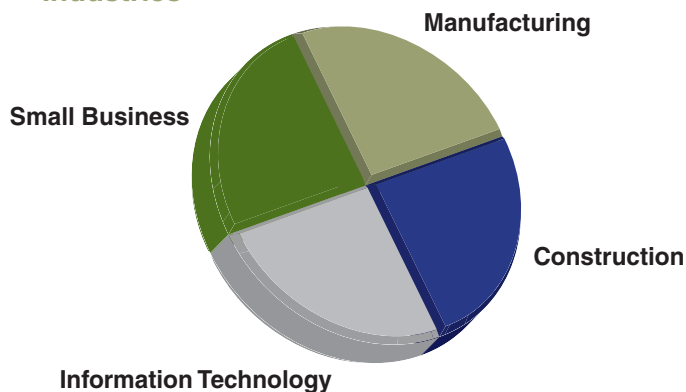
Online Research

Increasing global dependence on the Internet has led many companies to incorporate online research into their strategy, because it delivers flexible and timely results from customized audience samples that span the globe. However, as online research evolves, it will become more challenging to determine the quality of data - and their sources.

Custom Research Delivers Immediate Intelligence

Expert DecisionMaker™ Panels from DM2-DecisionMaker® (DM2) enable companies to collect quantifiable data to drive their decisions. At the same time, you gain business, competitive and market intelligence from experienced professionals in emerging market segments or specific verticals.

Industries

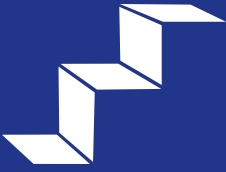


Complete Project Management

The DM2 research service includes all aspects of the project from study design and development to data collection. We can also provide analysis and recommendations based on your research needs, resources and business structure.

At lower costs than many data collection practices, you can obtain quantitative statistics or qualitative input from customers or prospects to meet corporate research needs, product requirements and customer feedback.

The key to business research is the data quality - and their sources.

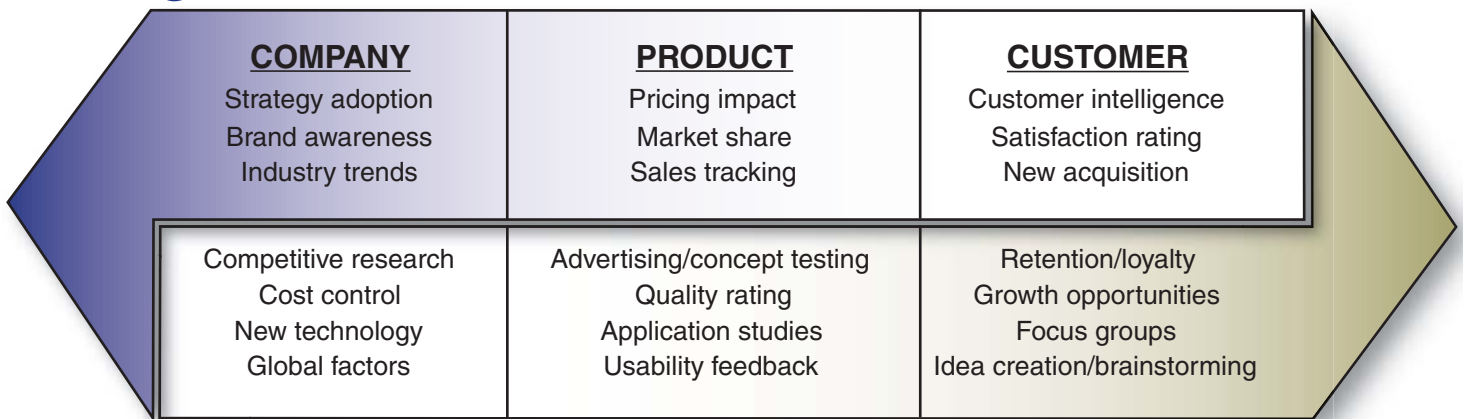


data enhancement
 lead generation
 expert panels
 b-to-b list rental
 list management

Expert Panels Cover the Research Spectrum

Research panels from DM2 deliver high quality, custom, industry-specific business research to address your needs at any point in the research spectrum.

QUANTITATIVE



QUALITATIVE

Research Methodology and Expert Sources

Powered by the Harris Interactive research methodology and panel maintenance proficiency, Expert DecisionMaker Panels provide access to targeted, professional, hard-to-reach audience segments. And, each panelist is pre-qualified based on business decision-making criteria such as:

- Job function
- Specific title
- Budget authority
- Products purchased or specified
- Years of experience
- Company size

When you put DM2 panels to the test for your next research project, you will reach your target sample and receive high quality results.

Get Started

Learn how to get the business intelligence you need to make effective business decisions based on expert sources. Call 800.323.4958 or email info@dm2decisionmaker.com. Visit dm2decisionmaker.com/panels for more information.

The DM2-DecisionMaker Advantage

DM2-DecisionMaker (DM2) is direct marketing to decision makers. We help companies enhance their sales and marketing effectiveness by connecting them with pre-qualified leads, new prospects, and industry experts. Our results-driven services include multi-channel list rental, lead generation and qualification, expert research panels, and custom marketing programs. DM2 maintains its headquarters in Oak Brook, Illinois and manages a quality database of more than 30 million postal and 5.3 million email addresses of sourced business professionals from 25+ industries.