

Market Research and Report Pricing



For more information:

877-224-9677

info@imidata.com

www.imidata.com

IMI leverages its proprietary economic model with more than 14 million business records in the U.S. and Canada to supply you with reports that provide insight into your total market potential by product class and geography.

When you order a Market Demand Report, you will receive the following:

1. Estimated Product Potential by Geographic Area Specified (national, state, county, ZIP in the U.S. / national, province, FSA in Canada)
2. Estimated Product Potential by Customer Segment (4-digit SIC code)
3. Customer Demographics by SIC (size by employees and number of accounts)

View the available product profiles for analysis at the back of this brochure.

Pricing for Market Demand Reports:

All of United States

National demand by SIC code for 1 product: \$1025.00
Each add'l product class: \$100.00

All U.S. States

Demand by state/SIC code for 1 product: \$2950.00
Each add'l product class: \$100.00

All U.S. Counties

Demand by county/SIC code for 1 product: \$6275.00
Each add'l product class: \$75.00

All U.S. ZIP Codes

The price for this market study is calculated using the price for All U.S. Counties + \$2500.00

Single State/County/ZIP Code Reports

For 1-6 product classes: \$985.00
Each additional product: \$75.00
Each additional state: \$125.00

All of Canada (in U.S. dollars)

National demand by SIC code for 1 product: \$815.00
Each add'l product class: \$75.00

All Canadian Provinces

Demand by province/SIC code for 1 product: \$2005.00
Each add'l product class: \$75.00

All Canadian FSAs*

Demand by FSA/SIC code for 1 product: \$3850.00
Each add'l product class: \$75.00

Single Province or FSA* Reports

Contact IMI at info@imidata.com for a quote on individual province or FSA reports in Canada.

**FSAs are smaller geographic areas within a province, region or territory in Canada.*

Account Potential Reports/Prospect Lists

IMI's Account Potential report includes an expanded telemarketing record for prospect company locations with an IMI estimated demand at each account for products analyzed in the above Market Demand reports. These reports can be filtered by minimum estimated demand for selected products, by employee count, or estimated demand by selected list size (i.e. top 1000 companies).

The following pricing is based on the purchase of a Market Demand Report for same geography:

- Project set-up fee: \$250.00
- Each company record \$ 0.70

Contact us for a custom quote for the following services:

Customer Segmentation Analysis

Industrial Market Information will take your customer lists and append the appropriate SIC/NAICS codes so that you can better analyze your market penetration by customer and product type.

Annual IMI Database Subscription

For ongoing research needs, IMI offers a subscription service with unlimited access to the IMI database for the U.S. and Canadian markets. This service includes access to data for more than 200 MRO/OEM product classes. This allows your staff 24/7 IMI database access at the zip/postal code level. Your staff will be able to create custom reports to meet your company's sales and marketing needs.

Custom Research Reports

Contact us at 877-224-9677 for information on custom research services.



**Call IMI today to learn more
about how you can use market data
and analysis to grow your business.**

info@imidata.com | www.imidata.com | 877-224-9677