



THE NAED MARKET DATA PROGRAM

Secure market
intelligence delivered
to you

D+R
International

ACTIONABLE DATA DRIVES BETTER DECISIONS

When you have good data you get a clearer picture of where you are and where you want to go. It provides insight about the customers you serve, and just as important, the ones you'd like to serve. You can sharpen your focus of the market with an objective source to see beyond "what we're pretty sure we know." The challenge is that this source hasn't existed... *until now*. The NAED Market Data Program is the only industry-owned market intelligence tool that will do the heavy lifting for you, so you can make quicker, more informed decisions.



DATA INTELLIGENCE FROM YOUR VIEWPOINT

Monthly market share reports are broken out by geography, customer segment, and product category.

Distributors designed this. Distributors own this. A panel of leading distributors assessed existing tools, studied your pain points, your need for confidentiality and security. They worked with an outside firm to design a secure and flexible market data solution that meets the needs of the largest national distributor to a single specialty house. And as an NAED member, you own it.

NAED never receives or sees your data. We partnered with an experienced outside firm, D+R International, to ensure your data's confidentiality and security. D+R collects, aggregates, and reports market data in an accessible, interactive, and most importantly, secure tool. Your data, your market intelligence, your opportunity.

**D+R guarantees data security and confidentiality through multiple steps. All submitted data is protected by a three-step access process and is encrypted to prevent unauthorized access. Raw data and reports are isolated within their system.*



**Obtain forecasts
for projected
market growth**



**Measure accurate,
real-time
market share**



**Metrics customized
to meet your
company's specific
needs**



YOUR DATA, YOUR BUSINESS

Only you and D+R will have access to your data and individual results. Rigorous protocols and features are in place to safeguard your information, data, and reporting:

- Individualized access to the online portal
- Submitted data is secured and encrypted
- Confidentiality agreements and training to ensure data handling is in compliance with anti-trust guidelines
- Data and identifiable information stored in separate tables
- Only aggregated data will be reported if it meets strict guidelines
- The specific data submitted by every company will always remain unnamed, anonymous, and unknown

THE POWER OF YOU

- The NAED Market Data Program is only possible with your participation. The greater the participation, the greater the data.
- You may be wondering, “who else is doing this?” Well, we’re not going to tell you... it’s confidential!
- Market insights are on the horizon, but we need you to make it a success.

KEY FEATURES

- Designed by a team of distributors, for distributors
- Market share information is provided on a monthly basis and based on actual sales volume
- Limited customer information required
- Market breakout reports available by time period, geographic region, customer segment, and product category
- Customized reporting is easily available 24/7
- 100% owned by NAED – Your data is contractually obligated to stay in the U.S.

D+R
International



CONTACT US

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To learn more about the NAED Market Data Program,
visit www.naed.org/marketdata

