# Grow Revenue with Market Analytics

We are the magnifying glass into MRO markets. MDM Analytics is the leading market analytics firm for electrical, industrial and construction products in North America. Since 1987, we've helped clients reach their full market potential with data services, dashboards and sales force management tools to target high-potential customers and markets.

MDM Analytics empowers your team to:

- Identify market penetration & untapped potential
- Target high-potential geographic regions, customer segments & product categories
- Assess individual customer & prospect potential

- Improve sales growth, margins and return on capital
- Leverage our enhanced D&B prospect lists to focus sales resources

Boost their data analytics bench strength no matter where you are on the journey — clean data, customer stratification, market and wallet share growth.

WALLET SHARE
MARKET SHARE
SWEET SPOT ANALYSIS
SEGMENTATION
DATA QUALITY
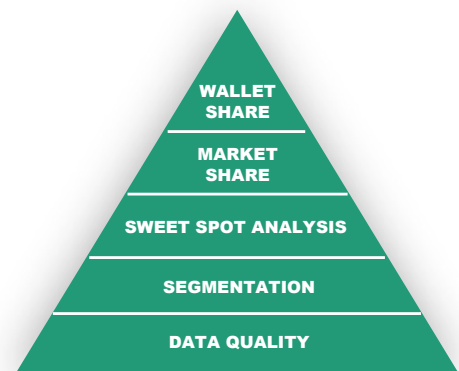
QUESTIONS MDM ANALYTICS ANSWERS

- What is the overall market demand for a given set of products at the national, regional or local level? Or within a target industry?
- What is my untapped sales and profit potential within a given region, end-market or a specific customer?
- What is the historical growth rate for a set of products in a defined region or industry?

- Which products/vendors should we add to line card?
- How can I segment my customers by industry and/or geography? Which segments are most desirable?
- What is my share or penetration into a territory, industry or with a specific customer?
- Which industry segment and types of customers offer the best future sales and profit potential

Get a clear view of high-potential markets and accounts by product category with MDM Analytics:

- ✔ Segment the Market
- ✔ See Addressable Demand
- ✔ Prospect Lists w. Demand Estimates
- ✔ Wallet & Market Share Analysis
- ✔ Product Demand by Region
- ✔ Demand by NAICS

Let's grow! Contact Bob Jordan, VP Analytics – 413.406.8020 • bob@mdm.com • www.mdm.com/analytics