

RSMeans

Market Research Methods

Product Demand Dashboards

Detailed, accurate, timely market size and segmentation data for your product available in a Web-based dashboard, available from anywhere you can access the web.

Purchasing Influence Analysis

Identify trends that affect specifications and/or purchase behavior. High level executive interviews are conducted with industry thought leaders to identify trends that might affect specifications and/or purchase behavior that impacts construction activities. Final reports are complete, insightful and lead to a better understanding of emerging issues.

Product Influence & Specifications Analysis

Construction trends that might affect building product selection, purchase and installation behavior. Reed Construction Data's "plans and specifications" database is used to identify trends in specifications and adoption influence by vertical & geographic markets. This analysis can be used to track the effectiveness of marketing campaigns targeted toward architects.

Comparative Assembly Analysis

Assess cost & installed cost differentials prior to developing a launch strategy. RSMeans data provides construction assembly analysis for various building types across the U.S. Used as a benchmark tool the data demonstrates cost differentials among products as input to pricing models.

Time & Motion Studies

Document on-site processes for product selection, installation and associated time efficiencies. Competitive markets require proven cost installation results for contractors including faster productivity, cycle times and work flow. Our studies, conducted by cost engineers, document on-site processes for installation and associated time efficiencies.

Material Usage Studies

Determine when and where your company's materials are used. Analysis that applies the RSMeans building type cost models has been developed to project usage of construction materials for the "exterior building envelope". This type of analysis can be used to design a vertical marketing strategy based upon usage of products.

Predictive Analytics

Quantitative metrics driven by the power of data mining.

RSMeans Business Solutions cost engineers and analysts offer quantitative metrics driven by the power of data mining and predictive analytics.

Our uniqueness is predictive analytics delineating differential market size and product demand down to the metro level.

From these analyses building product manufacturer executives can develop sales and marketing strategies targeted to local markets—a capability not possible with a traditional econometric approach.

Analysts use "all the best data" including RCD proprietary data and publicly available data focused on the commercial non-residential markets for new construction and renovation.

It's a total quantitative approach. The solutions derived provide a strategic business approach required for today's business.



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