

THE ISR DIFFERENCE

⇒ *Custom-quality syndicated market research* ⇒

www.ISRreports.com

ISR'S REPORTS

vs.

THE COMMON SYNDICATED REPORT

How confident are you?

TOPICS



Leading-edge, strategic topics that can change the way you do business

vs.



Common and often too general to use

RESEARCH METHODS

Mostly primary research; always appropriate for the topic



vs.



One size fits all; usually publicly available data

DATA COLLECTION



ISR's proprietary data collection tools and channels support fast, high quality data collection

vs.



Struggle to recruit the right targets and enough of them

RESPONDENTS

Sophisticated screening ensures genuine decision-makers

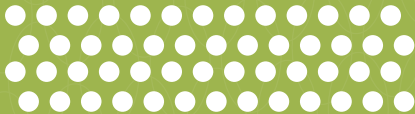


vs.



Often loose, obvious, or non-existent screening tools

SAMPLE SIZES



Robust sample sizes that instill confidence

vs.



Often insufficient industry representation that leaves you defending results

ANALYSTS

Decades of experience means more insight and immediately useable



vs.



Junior analysts capable of reporting numbers

INDEPENDENCE



Complete. ISR funds all research internally

vs.

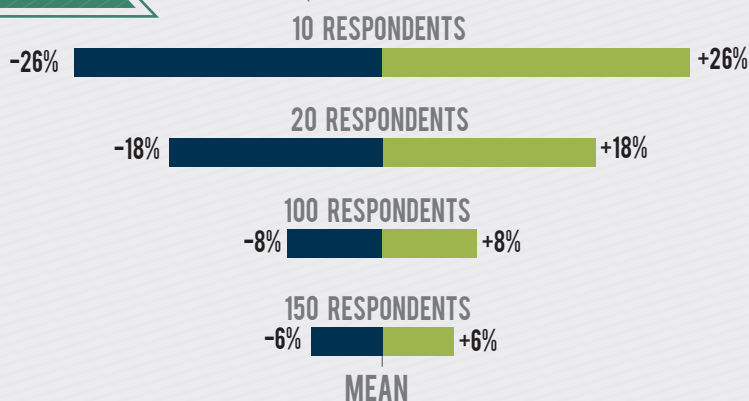


Will sometimes repurpose "custom" research

SMALLER MARGIN OF ERROR

Even the most robust market research will have a margin of error. But at ISR, we reduce that error by collecting more data than other providers in our industry.

More respondents = better data.



QUALITY REPORTS

"We invest in our reports — in time, money, and intelligence"

— Kevin Olson, CEO

AN AVERAGE ISR REPORT:

100
Respondents

120
Pages

115
Charts & Graphs

Comparable custom research projects would cost \$30,000 - \$50,000.

GENUINE INSIGHT

All of the syndicated reports from ISR include an insightful executive summary that provides perspective on the data collected. We analyze what the data means for our readers and provide value-added insights based on decades of experience.

"Reports from Industry Standard Research demonstrate an access to decision makers and a comprehensive level of analysis and recommendations that have consistently exceeded our expectations."

— VICE PRESIDENT OF
MARKETING, TOP 5 CRO

"Your products show an understanding of the pharmaceutical industry that I only expect from industry insiders. Everything I see from your team is head-and-shoulders above what I've experienced elsewhere."

— SR. DIRECTOR, ONCOLOGY
THERAPEUTICS, TOP 20
PHARMACEUTICAL COMPANY

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