HANOVER RESEARCH

Company Fact Sheet

OUR FIRM

Hanover Research provides high quality, custom research and analytics through a cost-effective model that helps clients in the corporate, education, and healthcare sectors make informed decisions, identify and seize opportunities, and heighten their effectiveness.

OUR MODEL

EXPERT

Nearly 200 analysts with advanced research knowledge.

CUSTOM

Every report tailored to meet a client's unique needs.

HIGH-VALUE

Annual, fixed-fee business model.

OUR SERVICES

PRIMARY RESEARCH

- Benchmarking
- Competitive intelligence
- In-depth interviews
- Comparative analysis
- Qualitative data coding

SECONDARY RESEARCH

- Literature review
- Best practices
- Environmental scan
- Market evaluation
- Trend analysis

DATA ANALYSIS

- Data segmentation
- Conjoint analysis
- Data mining
- Linear regression
- Trend forecasting

GRANT DEVELOPMENT

- Grant strategy development
- Proposal production and consultation
- Grant capacity building

OUR PRACTICES

ENTERPRISE | HIGHER EDUCATION | K-12 EDUCATION | GRANTS

OUR INDUSTRIES

- Automotive
- Consumer Packaged Goods
- Energy and Natural Resources
- Financial Services and Insurance
- Food and Beverage
- Higher Education
- Hospitality and Leisure
- K-12 Education
- Manufacturing
- Pharma and Health Services
- Professional Services
- Retail
- Technology and Software
- Telecommunications

OUR SUCCESS

10+ YEARS EXPERIENCE

1,000+ CLIENTS

Roles Served:

- Marketing Directors
- Chief Financial Officers
- Directors of Operations
- Deans and Provosts
- Superintendents
- Development Directors

20,000 PROJECTS

- Brand concept testing
- Market trend forecasts
- Program viability studies
- Achievement gap analyses
- Funding landscape evaluations

TOP 50 FIRM

2015 American Marketing Association Gold Top 50 Firm

2015 American Marketing Association Gold Global Top 50 Firm

2nd Fastest Growing Firm in the Market Research Industry Wordwide

2015 Washington Business Journal 50 Fastest Growing Companies

OUR IMPACT

"We value Hanover's ability to thoroughly contemplate our research questions and execute sophisticated and innovative methodologies that best support our organization's strategic direction and product vision. We view Hanover as a partner in our thought leadership and look forward to working with them on an ongoing basis."

- Vice President,
Market Intelligence Department
Industry Association

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