

ndp | analytics

# We turn data into action

ndp | analytics is a strategic economic consulting firm based in Washington, DC. We conduct quantitative and qualitative analyses to create research and communication materials for our clients to advance their advocacy and communication efforts, make informed business decisions, and increase their profile as thought leaders in their communities.

## We create data-driven deliverables for your target audience.

Our "4C" framework will advance your advocacy and communications efforts by focusing on what matters: the impact on Companies, Consumers, Communities, and the Country as whole.

Our analytical work is based on:

- Official, third-party, and proprietary data
- Industry surveys and benchmarking
- Academic and third-party literature
- Input from subject-matter experts



### Comprehensive Studies

- **Full research package** with a 15-20 page report (narrative, tables, charts), a standalone summary, and infographic.
- **In-depth analysis** of direct and indirect economic and social impacts.



### Primers & Issue Briefs

- **Basic research package** with a short report (under 10 pages) and a standalone summary or infographic.
- **Analysis** of economic and social impacts of an industry or issue.



### State & Local Factsheets

- **51 factsheets and a technical brief** for a state-level package. Local and international options are also available.
- **Geography-focused analysis** of an industry or issue based on a range of indicators.



### Fly-In Materials

- **Targeted factsheets** that summarize key issues into succinct leave-behind materials.
- **Summary-level analysis** of issues and impacts using current materials and publicly available data.



### Ad-Hoc Services

- **Internal or external research materials** that address quick or urgent requests or exploratory work.
- **Analysis or assessment** of policy issues and impacts with a short turnaround.

## Our approach is simple, focused, and effective.

Our research is founded in our "ABCs" - accuracy, bottom line, and communication.

### Accuracy

Our research is grounded in economic fundamentals and transparent, bulletproof analysis.

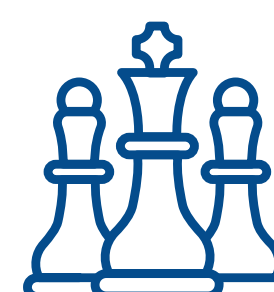
We apply the same lens to advocacy-focused research as our litigation work. Even critics can't deny our accuracy.



### Bottom Line

Our approach is strategic and focused. We listen to your ultimate end goal before developing the analytical framework.

We advise on the research feasibility and limitations to determine a best-fit solution for your needs.



### Communication

Our deliverables clearly state the key findings for the target audience. We create non-technical research products.

We partner with clients to share the findings with policy-makers, industry leaders, media, and the general public.



# Our three-stage working process adds value.

We partner with clients to craft the message and produce research materials to support their advocacy and communication efforts. Our team consists of in-house economists, senior consultants, and subject matter experts that we call upon, as needed. Our three-stage research and communication process is proven to add value for clients.

## Initial Phase - Establish a foundation for success

- We work with clients to understand the core issue and objectives and refine the bottom-line message.
- We design the most suitable analytical framework to achieve the objectives based on the client's needs and budget.
- We identify official and third-party sources to collect statistics and information for the analysis.

## Research Phase - Execute as a team

- We conduct quantitative and qualitative research.
- We interact with clients on a regular basis to discuss research progress and findings and to adjust the scope, if needed.
- We incorporate clients' comments and suggestions to finalize the report.

## Promotional Phase - Maximize mileage

- We use the key research findings to produce a package of advocacy and communications materials.
- We participate in the research rollout and answer questions from the media.
- We offer additional services to expand visibility and provide ongoing content to supplement the original research.

# Let's find the right solution to advance your advocacy work.

One size does not fit all. Our clients range from large trade associations and Fortune 100 companies to small nonprofits and coalitions. We will work with you to build out a research package that meets your needs and fits your budget.

## Contact us to brainstorm

### What's the issue?

Whether your advocacy efforts have hit a wall or you need data-driven campaign, reach out to us to brainstorm solutions. We have experience with a wide range of issues and industries.

### Our portfolio includes:

- Finance and Insurance
- Healthcare
- Innovation
- Manufacturing
- Real Estate/Housing
- Retail
- Technology
- Trade

## Select your deliverables

### What do you need to win the battle?

Our clients select a package of deliverables based on their unique needs. If desired, we work with your communications and design teams to develop the final product.

### Our research deliverables include:

- Comment letters
- Factsheets and one-pagers
- Infographics and sharables
- Interactive maps and charts
- Internal memos and data files
- Primers and issue briefs
- Slide decks
- White papers

## Increase your reach

### How will you move the needle?

After the completion of each project, we partner with you to get the most out of the research. Our team can facilitate or assist with promoting the findings and increasing visibility.

### Our rollout services include:

- Capitol Hill briefings
- Industry events
- Internal stakeholder meetings
- Media interviews
- Op-eds and press releases
- Podcasts
- Road shows
- Webinars

## Questions? Ready to start?

Contact Us: [info@ndpanalytics.com](mailto:info@ndpanalytics.com) and 202-302-0454

Visit Our Website: [www.ndpanalytics.com](http://www.ndpanalytics.com)