



## **An Exciting New Addition to DTA Market Data Reports**

# **Announcing 3 Digit Zip Code Reports**

DTA is pleased to announce a new level of market data reporting for dental consumables (DPMSS) in the US. Three (3) digit zip code reporting is available for thousands of dental products sold by manufacturers through dealers – for the first time ever.

Through secure on-line technology, DTA members can run custom reports detailing market share, number of units sold and dollar amounts of any product or combination of products on a state wide basis or even by three digit zip code territory.

Sophisticated mapping software outlines a geographic territory highlighting the number of units sold as well as market share of dental products sold in that region. Take the guess work out of growth versus the competition.

- ✓ **Determine Market Share**
- ✓ **Run Custom Reports**
- ✓ **Compare Results vs. the Competition**
- ✓ **Reporting at the 3 Digit Zip Code Level**

Cost is \$3,000 per quarter for full 3 digit reporting when you purchase the complete DPMSS Report from Strategic Dental Marketing. Or receive 3 digit reporting for individual dental consumable categories, starting at \$850 per quarter with purchase of a single product category from SDM. At last a reporting system to help grow your business – territory by territory throughout the US.

DTA will make available a 3 digit zip code report for Large Equipment before midyear 2005.

**For More Information Contact Fred Freedman at the DTA – 703 379-7755  
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