

## Program Evaluations

EurekaFacts, LLC is the market research and analysis firm that brings you the market information you need to make decisions, discover and maximize opportunities, identify issues, and reduce market risk. We find and maintain this information through data sourcing, market research, and our own data analysis.

We use case appropriate tools and methods to obtain the information needed to evaluate programs, situations, and bring you the power of customer insight. Our strengths in the use of data-driven analytical approaches such as data modeling, data-mining, geo-mapping and market analysis support strategic and marketing applications such as market focus, strategic direction, market assessments, customer profile development, segmentation, media strategy, offer optimization and program evaluations. Through our work we find and bring you the story hidden in the data. Some key features of our work are:

- ★ Strong methodology, process integrity, and research and analysis capabilities for effective, independent program evaluations.
- ★ We look deep in the data to measure progress toward the program's desired outcomes and key metrics.
- ★ We specialize in integrating approaches and methods to meet needs in complex situations.
- ★ Our multidisciplinary and diverse team is strong at multicultural and multilingual assessments.
- ★ Our straightforward progress and final reports help program operators and sponsors gauge progress and improve performance.

Our work has centered on service and education marketing efforts. Some of our clients are the Center for Education Reform, National Honor Society, the National Association of School Administrators, Youth For Understanding International Exchange, and for-profit companies like Virginia Commerce Bank and Catalyst Communications. With EurekaFacts, you will base more of your decisions and marketing efforts on actual facts. We are conveniently located on the Maryland Tech corridor in the Washington, DC capital area.



[www.EurekaFacts.com](http://www.EurekaFacts.com)

