

Increase Your  
Specification Rate

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## ConstructConnect<sup>®</sup> Insight: Analyze, Intelligent Leads, and Forecast

Grow your market share with actionable project leads, data-driven insights, and forecasted trends



### Analyze

- Evaluate current opportunities and threats with market intelligence research.
- See historical performance and current state of specification rates.

At ConstructConnect, our goal is to provide commercial construction professionals like yourself with the data, insights, and preconstruction solutions to help you drive your business forward.

ConstructConnect Insight combines three powerful tools to help building product manufacturers increase their specification rates. Leverage actionable, data-driven market insights with Analyze, easily search and find projects specifying your products with Intelligent Leads, and build a confident business strategy with Forecast.

- Assess your strengths and weaknesses by geography, project type, and value.
- Target the projects and companies specifying your products before your competitors .

### Intelligent Leads

- Target people interested in projects that specify your products.
- Access thousands of actionable construction project leads to find more opportunities
- Search projects and documents with keywords most relevant to your business.
- Easily share project details, documents, and bidder information with your network.

### Forecast

- Discover big-picture historical data, current-year projection and a five-year forecast.
- Gain insight into your market segments with the highest growth, and potential demand.
- Identify where and when to focus sales reps and resource allocation.
- Track and measure performance against the market growth to adjust as needed.