

Press Release



To: Wisconsin Media Contacts

From: Dean Halverson, CEO – dean@leede.com

Date: July 28, 2020

Subject: Leede Expands National Landscaper Panel

Leede Research is a marketing research firm based in Manitowoc, with offices in Minneapolis. Leede is a full-service market research and information firm that provides clients with information to make marketing and management decisions. Their work includes Customer Loyalty & Experience, Marketing Effectiveness Tracking, Website Usability Testing and Product Development Services. Leede has become an expert in online panels, accessing over 19 million U.S. households and Business panels in 38 countries.

“We learned where to find just about any type of respondent through online channels,” said Dean Halverson, CEO of Leede Research. The company does work with welders, who make up less than 1.5% of the overall population. These are found through screening thousands of consumer households online. They have specialty panel resources to identify patients with different illnesses, physicians, and specialists in all categories. There are even resources where consumers scan their cash register receipts and Leede can access users of specific brands and products, at specific retailers.

A few years ago, clients began asking for access to Landscapers across the country for the development of new products. “Where we were always able to find a source, we were stumped.” After exhausting their search processes, Leede decided to build their own panel. The company began recruiting and screening landscaping organizations across the country, inviting them to become part of Leede’s panel to provide leading manufacturers of outdoor power tools and equipment with opinions and thoughts. Leede now has one of the largest online resources for landscape professionals in the country.

Leede announced they are again expanding this panel of landscape, lawncare and snow removal companies, deepening what they know about participants and expanding their numbers. They are now partnering with national brands in the outdoor power equipment category doing product development work, especially the recent trend of conversion to battery equipment. Leede is recruiting related professionals, including local participants, through its website at www.leede.com/contactus. Participants are paid for completing surveys and participating in development discussions online. They can contact Leede at 920-683-5940 for direct information. Leede is now in its 40th year of business, being founded in Manitowoc in 1982.

For More Information Contact: dean@leede.com
(Visit www.leede.com)