

# B2B Legal Software Study

## INTRODUCTION

An InnovateMR partner required precise targeting to capture business sentiments about specific legal software from professionals who work in the legal field. These targeted titles included: Legal IT Lead, Legal Ops, C-Suite & Executives, Chief Legal Officer, In-house Counsel, General Counsel, Attorney, Managing Attorney, etc.

## RESULTS

This client required N=500 targeted US completes. The InnovateMR technology and team delivered N=505 high-quality legal decision makers from enterprise high-revenue companies based in the United States.

## PROJECT SPECS

<b>Audience Target and Quotas Delivered</b>	<i>N</i> = 505 Corporate Legal DMs at companies with the following revenue quotas: <\$100M, \$500M-\$1B, \$1B-\$5B, \$5B+
<b>In Field Incidence Rate (IR)</b>	30%
<b>In Field Length of Interview (LOI)</b>	31 minutes
<b>Time in Field</b>	21 days

## ABOUT INNOVATEMR

InnovateMR is a full-service sampling and ResTech company that delivers faster, quality insights from business and consumer audiences utilizing cutting-edge technologies to support agile research. As industry pioneers, InnovateMR provides world-class end-to-end survey programming, targeted international sampling, qualitative and quantitative insights, and customized consultation services to support informed, data-driven strategies, and identify growth opportunities. Known for their celebrated status in customer service and results, InnovateMR combines boutique-level service with extensive global reach to achieve partner success.