

# Business Software Decision Makers

## INTRODUCTION

An InnovateMR partner required N = 363 completes from procurement or decision makers regarding software and renewals within Accounting, HR, and Operations in France, Denmark, United Kingdom, United States, and South Africa. Qualified roles and industries included business owners/founders, C-Suite executives, and key departmental management in IT, finance, and HR. This survey was offered in three languages, English, French, and German.

## RESULTS

The InnovateMR technology and services team overdelivered with a total of N = 393 high-quality completes in the FR, DE, UK, US, and South Africa

## PROJECT SPECS

<b>Audience Target and Quotas Delivered</b>	<i>N = 393 procurement and software DM completes</i>
<b>In Field Incidence Rate (IR)</b>	27%
<b>In Field Length of Interview (LOI)</b>	8 minutes
<b>Time in Field</b>	2.5 weeks

## 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.