

Business Travelers

INTRODUCTION

An InnovateMR partner required $N = 300$ completes from US business travelers with a Herfindahl–Hirschman Index of \$75k+. This client had prior success with InnovateMR on a similar project and requested their previous PM personally by name. This was in part due to InnovateMR’s client pod system that strategically pairs PMs to clients and keeps them together throughout their entire customer lifetime. This enabled our client to save time and maintain consistent support throughout the project.

RESULTS

The InnovateMR technology and services team over-delivered on the required interviews with a total of $N = 371$ high-quality completes.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>$N = 371$ completes</i>
In Field Incidence Rate (IR)	63%
In Field Length of Interview (LOI)	11 minute & 15 minute options
Time in Field	16 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.