

In-Game Advertisement DMs Qualitative Study

INTRODUCTION

An InnovateMR partner required insights from in-game advertisement decision makers at well-known companies with over 1,000 employees. The InnovateMR team launched the project immediately to complete all in-depth interviews within the tight deadline and delivered N = 5 IDIs.

RESULTS

The InnovateMR technology and services team delivered with a total of N = 5 high-quality IDIs from DMs in in-game advertising.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 5 In-Game Ad DM IDIs</i>
In Field Incidence Rate (IR)	n/a
In Field Length of Interview (LOI)	30 minutes
Time in Field	2-3 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.