



2022 | Client Case Study

Multi-Country Industrial Cleaning DMs

INTRODUCTION

An InnovateMR partner conducted a multi-country B2B study in the United States, United Kingdom, France, and Singapore targeting industrial manufacturers of cleaning machines and contract cleaners/facility management, warehouse, and logistics in 5 countries. It focused on buyers of industrial cleaning machines.

RESULTS

This client required N = 155 ICDMs in four countries who used/purchased industrial cleaning machines. The InnovateMR team over-delivered with N = 345 high-quality completes in just 2.5 weeks.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 107 cleaners in the US N = 68 cleaners in the UK N = 70 cleaners in FR N = 70 cleaners in DE N = 30 cleaners in SG
In Field Incidence Rate (IR)	50%
In Field Length of Interview	15 min
(LOI) Field Time	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.