

Passive Metering Longitudinal Recruitment Study

INTRODUCTION

An InnovateMR partner required a longitudinal recruitment study for passive metering on a downloaded application. The applicants were required to download a monitoring app, with their express permission, to measure how long they kept the application on their phone, as well as respondent PII (email and telephone number).

RESULTS

InnovateMR divided this proposal into recruit participant (those who passed the recruitment screener and agreed to share their information) and compliant participant (those who downloaded the app, chose to share data for a certain amount of time, and take a follow up survey after 14 days). The technology and services team delivered N = 2,322 PII recruits and a total of N = 88 high-quality compliant completes in Australia.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 2322 (M/F 18+ PII recruits)</i> <i>N = 88 (M/F 18+ compliant completes)</i>
In Field Incidence Rate (IR)	35- 40%
In Field Length of Interview (LOI)	7 minutes
Time in Field	1 month

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.