

# Sales Tech Landscape Study

## INTRODUCTION

An InnovateMR partner required insights from sales professionals to include sales operations roles for companies with more than 20 employees in the United States, United Kingdom, Canada, Germany, Spain, France, Ireland, Italy, the Netherlands, India, Australia, and New Zealand. Qualified companies needed to have more than 6 sales employees. The InnovateMR team delivered N = 944 completes from sales professionals in multiple countries.

## RESULTS

The InnovateMR technology and services team delivered a total of N = 944 high-quality completes.

## PROJECT SPECS

<b>Audience Target and Quotas Delivered</b>	<i>N = 944 sales professional completes</i> <i>N = 392 North America completes</i> <i>N = 348 EMEA completes</i> <i>N = 204 APAC completes</i>
<b>In Field Incidence Rate (IR)</b>	59%
<b>In Field Length of Interview (LOI)</b>	10 minutes

## 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.