

eCommerce Websites

INTRODUCTION

An InnovateMR partner conducted an international study focused on entrepreneurial sentiments towards multiple e-commerce hosting sites. This study required high-quality vetted B2B respondents.

RESULTS

This client required N = 200 self-employed professionals or small business owners in China. The InnovateMR team overdelivered with N = 466 total achieved high-quality completes.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 466 self-employed professions or small business owners in China
In Field Incidence Rate (IR)	60%
In Field Length of Interview (LOI)	5 min
Field Time	2 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.