

B2B Legal Software Study

INTRODUCTION

An InnovateMR partner required precise targeting to capture business sentiments about specific legal software from professionals who work in the legal field. These targeted titles included: Legal IT Lead, Legal Ops, C-Suite & Executives, Chief Legal Officer, In-house Counsel, General Council, Attorney, Managing Attorney, etc.

RESULTS

This client required N=500 targeted US completes. The InnovateMR technology and team delivered N=505 high-quality legal decision makers from enterprise high-revenue companies based in the United States.

PROJECT SPECS

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| Audience Target and Quotas Delivered | <i>N</i> = 505 Corporate Legal DMs at companies with the following revenue quotas: <\$100M, \$500M-\$1B, \$1B-\$5B, \$5B+ |
| In Field Incidence Rate (IR) | 30% |
| In Field Length of Interview (LOI) | 31 minutes |
| Time in Field | 21 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.