innovate**MR**

B2B Retail & Employee Study

INTRODUCTION

A brand new InnovateMR partner required N = 45 high-level retail full time employees (C-Suite level, VP, Director), in the US in the following industries: food/drug (fast moving consumer goods), specialty (electronics, furniture, hardware, home improvement, pet), apparel/footwear, department store and mass or E-Commerce.

RESULTS

The InnovateMR technology and services team over-delivered on the required B2B interviews with a total of N = 51 high-quality completes in the US.

PROJECT SPECS

Audience Target and Quotas Delivered	*N = 51 FT Retail Organization Director, VP, C-Suite Level Employees*
In Field Incidence Rate (IR)	89%
In Field Length of Interview (LOI)	7 minutes
Time in Field	11 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.