

Executive DMs of FinTech Services

INTRODUCTION

An InnovateMR partner conducted a US-based study focusing on C-Level and IT executives at companies with more than 100 full-time employees and a revenue above \$50M annually. These executives in select industries also needed to be fintech decision makers in charge of company-wide technology adoption.

RESULTS

This client required N = 150 C-level or IT execs with fintech decision-making power at select mid-level to enterprise companies. The InnovateMR team delivered N = 150 high-quality completes, 76 from online panel and 74 from CATI (Computer-Assisted Telephone Interviewing).

PROJECT SPECS

Audience Target and Quotas Delivered	N = 150 executive fintech DMs <i>76 online panel interviews</i> <i>74 CATI interviews</i>
In Field Incidence Rate (IR)	52%
In Field Length of Interview (LOI)	15 min
Field Time	2.5 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.