

ITDMs at Mid-Market Companies

INTRODUCTION

An InnovateMR partner required precise targeting to capture business sentiments from IT decision-makers and IT influencers at mid-marketing and enterprise companies with more than 500 employees.

RESULTS

This client required N=150 targeted US completes. The InnovateMR technology and team delivered N=150 high-quality IT decision-makers from mid-market and enterprise companies based in the United States with greater than 500 employees.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 150</i> ITDMs and ITIs from mid-market and enterprise companies with more than 500 employees in the US
In Field Incidence Rate (IR)	41%
In Field Length of Interview (LOI)	17 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.