

International Business Decision Makers

INTRODUCTION

An InnovateMR partner conducted an international discovery study to gather business sentiments from decision-makers in Digital and Technology, Energy and Resources, Chemicals and Materials, Capital Goods, Commercial and Professional Services, Consumer Goods and Services, Healthcare Semiconductors, Technology Hardware and Equipment, Infotech, and others in the United States, the United Kingdom, Germany, Singapore, and Japan.

RESULTS

This client required N = 174 targeted BDMs in the specified industries in international audiences. The InnovateMR technology and team delivered with N = 174 high-quality and representative survey participants within the precise targeting firmographics.

PROJECT SPECS

Audience Target and Quotas Delivered	<p><i>N = 30 BDMs in Germany</i> <i>N = 25 BDMs in Japan</i> <i>N = 35 BDMs in Singapore</i> <i>N = 43 BDMs in the UK</i> <i>N = 41 BDMs in the US</i></p> <p><i>Quotas across industry, company revenue, company employee size, seniority level, and region.</i></p>
In Field Incidence Rate (IR)	<p>35-40% overall JP 11% , SG 54% , US 55%,UK 25% ,DE 19%</p>
In Field Length of Interview (LOI)	11-14 min

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.