

Manufacturing Hiring Decision Makers

INTRODUCTION

An InnovateMR partner conducted a B2B study in the United States targeting Hiring DMs at manufacturers. It focused on human resources roles, or those with a manager or higher level.

RESULTS

The client required N = 300 Hiring DMs in the United States who make hiring decisions at their respective manufacturing company. The InnovateMR team delivered N = 300 high-quality completes in just 16 days.

PROJECT SPECS

Audience Target and Quotas Delivered	N= 300 Hiring DMs at Manufacturers in the US
In Field Incidence Rate (IR)	99%
In Field Length of Interview (LOI)	13 min
Time in Field	16 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.