

Multi-Country Data Tool and Analytics Solutions

INTRODUCTION

An InnovateMR partner conducted a multi-country B2B study in the United States, Germany, and Japan target information workers (IW) who use data tools and IT decision-makers/business decision-makers who use analytics solutions. Surveyed audiences had mixed employee pool sizes.

RESULTS

The client required N = 25 Information Workers, N = 75 ITDMs, and N = 75 Business DMs in the US and N = 25 ITDMs and N = 25 BDMs in both Germany and Japan, all with mixed employee pool sizes, for a total of N = 275. The InnovateMR team delivered N = 318 high- quality completes in just 15 days.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 318 overall ITDMs, BMDs, and IWs in United States, Germany, and Japan
In Field Incidence Rate (IR)	10%-12%
In Field Length of Interview (LOI)	20-21 min
Time in Field	15 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.