

Client Case Study

Animal Industry Study

INTRODUCTION

An InnovateMR partner required insights from animal industry professionals including veterinarians, veterinarian technologists and technicians, vet office managers, animal shelter managers, and dog groomers. The InnovateMR team collected as many completes as possible within the three day timeline and over delivered.

RESULTS

The InnovateMR technology and services team delivered a total of N = 62 high-quality completes.

PROJECT SPECS

Audience Target and Quotas	<i>N = 62 animal industry completes</i>
Delivered In Field Incidence Rate (IR)	87%
In Field Length of Interview (LOI)	5 minutes
Time in Field	3 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.