

Beauty and Skincare Tracker in the US

INTRODUCTION

An InnovateMR partner required consumer sentiments from participants who have purchased specific beauty products a minimum of 6 times within the past 12 months.

RESULTS

This client required N=2,500 targeted respondents who met all survey requirements from multiple sample providers. The InnovateMR technology and team delivered N=505 high-quality and representative answers, click balanced on census data.

PROJECT SPECS

Audience Target and Quotas Delivered	<p><i>N = 2,500 individuals ages 16-65 who have purchased beauty products for facial skincare, body care, grooming, hair care, and/or cosmetics at least 6 times in the last 12 months.</i></p> <p><i>They also needed to be familiar with at least one of the following retailers: Target, Walmart, Amazon, Sephora, Ulta, Costco, CVS, Walgreens, Nordstrom, Macy's, Sally Beauty, Bath & Body Works, Beauty Counter, Rodan + Fields, Dollar Tree, Glossier, Five Below, Credo, Urban Outfitters, Dermstore, Art of Shaving.</i></p>
In Field Incidence Rate (IR)	45%
In Field Length of Interview (LOI)	20 minutes
Time in Field	2 weeks

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.