

# Diversity Equity and Inclusion B2B

## INTRODUCTION

An InnovateMR partner required N = 1,000 completes from business to business (B2B) and business to consumer (B2C) marketers in North America, Canada, and the United Kingdom. The InnovateMR team over delivered with a total of N = 1,725 completes (N = 1,150 North America + Canada and N = 575 UK) from B2B and B2C marketers.

## RESULTS

The InnovateMR technology and services team delivered a total of N = 1,725 high-quality completes.

## PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 1,725 B2B and B2C completes (N = 1,150 North America + Canada and N = 575 UK)</i>
In Field Incidence Rate (IR)	86%
In Field Length of Interview (LOI)	12 minutes

## 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.