

Enterprise & Mid-Market Telecom Decision Makers

INTRODUCTION

To support the rush job of an InnovateMR partner, the team conducted a swift national study focused on Enterprise (2,000+ full-time employees) and Mid-Market (<2,000 full-time employees) decision makers in the Telecom Industry.

RESULTS

InnovateMR delivered N = 554 high-quality Enterprise survey completes and over-delivered N = 186 Mid-Market completes in the United States.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 554 Enterprise Telecom DMs N = 186 Mid-Market Telecom DMs</i>
In Field Incidence Rate (IR)	59%
In Field Length of Interview (LOI)	14 minutes
Time in Field	7 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.