

Foundation Product Test in the US

INTRODUCTION

An InnovateMR partner required a 2 week foundation makeup product test with women 18-49 in the United States with follow up survey.

RESULTS

This client required the recruitment of N=120 targeted and ethnically representative respondents with a total of N=84 final survey completes after the in-home test. The InnovateMR technology and team recruited N=177 and a total of N=14 final responses.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 177 women ages 18-49 willing to use foundation for a 2-week in-home test and N=14 total survey responses at the end of the testing period.</i>
In Field Incidence Rate (IR)	19%
In Field Length of Interview (LOI)	25 minute pre-test survey / 25 minute post-test
Time in Field	survey 4 weeks including time of test

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.