

Insurance Decision Makers

INTRODUCTION

An InnovateMR partner conducted a US-based study focusing on C-Level, senior executives, and legal council at companies with more than 500+ full-time employees. These executives in select industries also needed to work in risk management, finance, operations, and legal departments and have employee insurance decision-making power.

RESULTS

This client required N = 100 C-level, senior executive, or legal council at mid-level to enterprise companies with insurance decision-making power. The InnovateMR team over-delivered with N = 147 high-quality completes with a less than 5% scrub rate.

PROJECT SPECS

Audience Target and Quotas Delivered	N = 147 executives insurance DMs
In Field Incidence Rate (IR)	71%
In Field Length of Interview (LOI)	15 min
Field Time	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.