

Marketing & Advertising Professionals

INTRODUCTION

An InnovateMR partner conducted an international discovery study to gauge sentiment on the value propositions of social media platforms, including Facebook. The team targeted marketing and advertising managers and above at agencies and consultancies in Canada, Mexico, Singapore, Philippines, Thailand, Vietnam, and Indonesia.

RESULTS

This client required N = 220 targeted marketing & advertising managers and above in international audiences. The InnovateMR technology and team over-delivered with N = 266 high-quality and representative survey participants within the precise targeting firmographics.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 266 marketing and advertising professionals at manager level and above, in CA, MX, SG, PH, TH, VN, and ID.</i>
In Field Incidence Rate (IR)	50%
In Field Length of Interview (LOI)	15 min
Time in Field	15 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.