

Mobile Game Developer Study

INTRODUCTION

An InnovateMR partner required N = 15 completes from pay to earn game developers in the United States and Vietnam. The InnovateMR team finished earlier than expected and delivered a total of N = 15 high-quality completes. The client was very appreciative of the communication and updates throughout the project.

RESULTS

The InnovateMR technology and services team delivered a total of N = 15 high-quality completes in the United States and Vietnam.

PROJECT SPECS

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| Audience Target and Quotas Delivered | <i>N = 15 pay to earn game developer completes</i> |
| In Field Incidence Rate (IR) | 10% |
| In Field Length of Interview (LOI) | 5 minutes |
| Time in Field | 12 days US 14 days Vietnam |

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.