

Pricing and Trust Study

INTRODUCTION

An InnovateMR partner required insights from business-to-business (B2B) decision makers (DMs) and end users in the US, Canada, and EMEA. The B2B DMs were purchasers of 3rd party IT and procurement tools such as Outlook, GSuite, Slack, Zoom, Bevy, Phenom, Calendly, Quora, H1, Warmly, Graduway, Zendesk and Hopin. The InnovateMR team over-delivered with N = 3,602 completes from B2B DMs and end users.

PROJECT SPECS

Audience Target and Quotas Delivered	<p><i>N = 880 B2B completes</i></p> <p><i>N = 550 US</i> <i>N = 110 UK</i> <i>N = 110 France</i> <i>N = 110 Australia</i></p> <p><i>N = 2,722 consumer completes</i></p> <p><i>N = 966 US</i> <i>N = 485 UK</i> <i>N = 495 France</i> <i>N = 452 Germany</i> <i>N = 324 Australia</i></p>
In Field Incidence Rate (IR)	25%
In Field Length of Interview (LOI)	12 minutes
Time in Field	4 weeks

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.