

eCommerce Decision Makers

INTRODUCTION

An InnovateMR partner conducted a study looking to measure business sentiments from eCommerce decision makers who sell products or services online with a company revenue of \$250K - \$20M per year. This study included multi-country fielding for the United States, the United Kingdom, France, and Germany.

RESULTS

This client required N = 1,000 targeted eCommerce DMs in the US, UK, FR, and DE. The InnovateMR technology and team delivered N = 1,155 high-quality and representative survey participants within the precise targeting firmographics.

PROJECT SPECS

Audience Target and Quotas Delivered	<i>N = 1,155 eCommerce DMs at companies with \$250K - \$20M yearly revenue in the US, UK, FR, and DE.</i>
In Field Incidence Rate (IR)	38%
In Field Length of Interview (LOI)	16 min
Time in Field	14 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.