



Veridata Insights

Case Study

B2B Recruitment Experts



Client:

Company Serving the Automotive Industry



Objectives:

Recruiting tire store service center IT decision makers for a qualitative research study



Veridata Insights

Details:

A client came to us after struggling to recruit a very niche B2B target audience for a qualitative research study. The client was in need of 150 tire store service center IT decision makers from across the US to take part in a 30-minute online video interview. Having been let down by a previous data collection partner, the client sought the services of Veridata Insights after hearing of our reputation for data quality.



Service:

The Veridata team were quick off the mark, working with the speed and flexibility that has come to be expected of us.

Utilizing Veridata's proprietary and validated panel, as well as using our verified partners, Veridata swiftly filled the quota.

We promptly soft launched, and the Veridata team were quick to realize flaws in the client's survey design that, with the client's approval, we applied our expertise to resolve.

Fully launching, the Veridata team kept close communication with the client throughout, delivering prompt fielding updates and being quick to respond and react.



Results:

Delighting the client with our lightning speed, with our excellent customer service, and with the high quality of the data, we succeeded in closing the project 14 days ahead of schedule.

Veridata Insights delivered to the client the actionable insights they needed regarding tire store service center IT decision makers.

The client was enabled to:

- Understand their audience's purchase decision-making process;
- Identify their audience's pain points and challenges;
- Identify their audience's traits and behaviors;
- Effectively create a strategy based on these insights so to better address their audience's needs.

Veridata Insights' Qualitative Research Services

For the Veridata Qualitative Division, the majority of our projects utilize custom recruits which require a deep understanding of the target profile and actively researching locations where these participants organically engage. Through providing smooth execution, quick and accurate placement, and proactive interaction, we deliver extraordinary recruits, excellent show rates, and exceptional client service.

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