



Veridata Insights

Case Study

Finding Those Needle in a
Haystack Audiences



Client:

Company Serving the Medical Sector



Objectives:

Recruiting a specific healthcare audience for qualitative and quantitative research.



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Details:

The client came to us in a desperate situation, having worked with a data collection partner whose operations abruptly and unexpectedly came to a halt. The client was needing to recruit patients with:

- Ankylosing Spondylitis (AS) or 'Active AS',
- Non-radiographic Axial Spondyloarthritis (nr-axSpA) or 'Active nr-axSpA',
- or Psoriatic Arthritis (PsA) or 'Active PsA'.

Additionally, the targeting requirements also included a very tight geographic region, with specific ethnicity specifications, including B2B targeting, and all of which to a very tight deadline. And the scope of this project would involve qualitative and quantitative audience subgroups.



Service:

Knowing that the client was most definitely searching for a needle in a haystack audience, the Veridata Team got to work.

Ensuring that we fully understood the specifications of the project, the Veridata Team called on all our resources to help.

Utilizing Veridata's proprietary and validated panel, as well as using our verified partners, Veridata swiftly filled the quota, managing to field 100 completes within a week, allowing the client to close out the project successfully.



Results:

To the client's delight and much to the client's surprise, we managed to field 100 completes within a week.

Veridata Insights enabled the client to complete their qualitative and quantitative research, fulfilling their objectives, and delivering to the client the actionable insights they needed.

The client was enabled to effectively create a strategy based on these insights so to better address their audience's needs.



Data You Trust. Service You Need.

From quick, quantitative surveys to complex, qualitative audiences, our clients come to Veridata insights for peace of mind, knowing their research needs will be creatively developed and well executed no matter the scope.

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