



Veridata Insights

Case Study

Qualitative Study on YouTubers



Client:

A Market Research Firm



Objectives:

Recruiting YouTube content creators and influencers for a qualitative research study



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Details:

A well-known market research firm sought the services of Veridata Insights to help recruit an audience they were finding challenging. The client needed to recruit 100 YouTube content creators and influencers for a phone interview, and they were working to a tight deadline.



Service:

Veridata Insights' Qualitative Research Division has grown exponentially over recent years, boasting the best qualitative service in the industry.

The team got to work using our proprietary and validated panel alongside our network of verified partners to begin recruiting. But for an audience of social media influencers we knew that it would involve plenty of hands-on work to connect with these people.

Each potential participant was screened thoroughly, ensuring quality of the highest standards. And communication remained fluid throughout.



Results:

The project proved to be a great success. Within 14 days field time, Veridata Insights successfully recruited 100 YouTubers for a phone interview, and delivered to the client the actionable insights they needed for this audience of social media content creators.

The client was enabled to:

- Understand their audience's 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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