



Veridata Insights
Case Study
Quantitative Research on
Content Creators &
Influencers



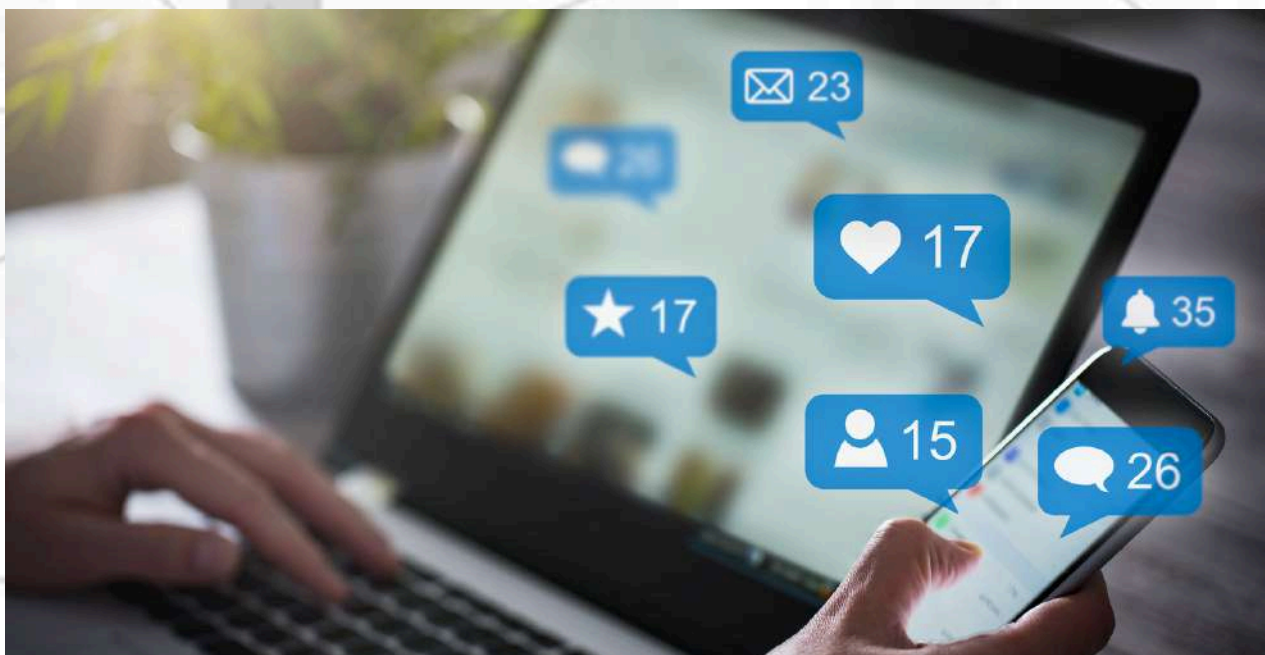
Client:

A Market Research Firm



Objectives:

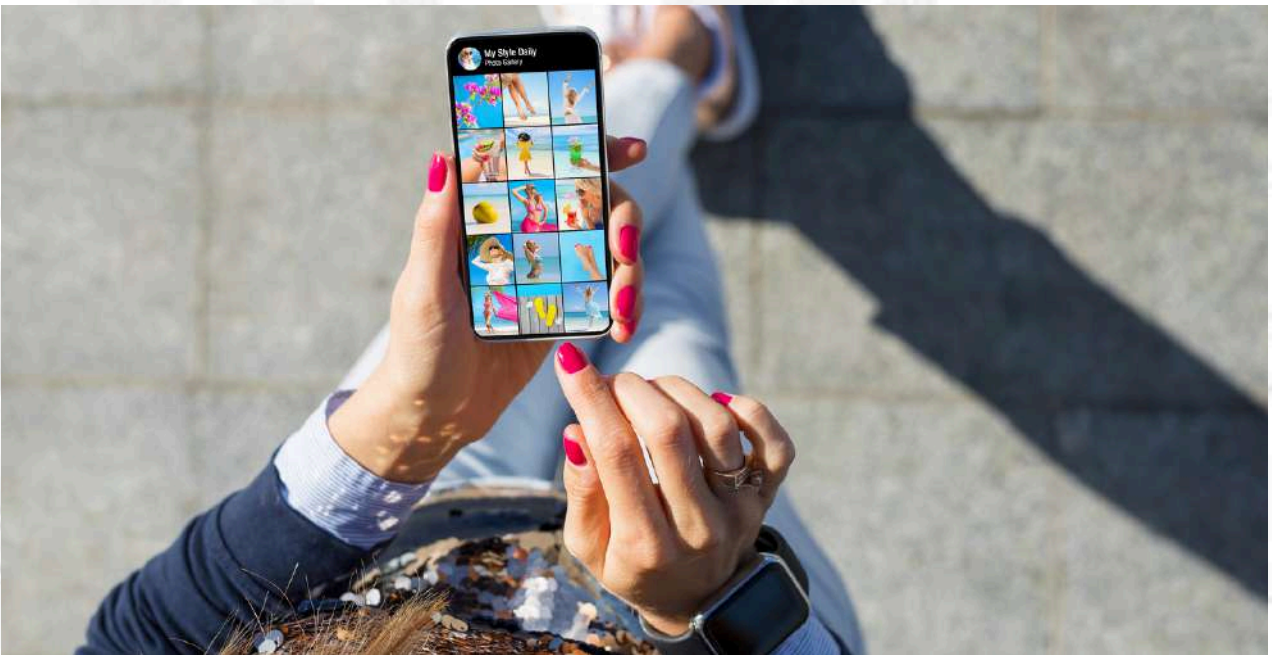
Recruiting social media content creators and influencers for a quantitative research study



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Details:

A client called on the help of Veridata Insights to recruit a social media audience. The client was in need of 500 influencers and content creators to take part in a quantitative study. Each participant needed to have at least 1,000 followers of their social media account, and this project had a tight deadline, so time was of the essence.



Service:

Recruiting hard-to-reach audiences is a talent Veridata Insights has established a reputation for, and we wanted to demonstrate to the client exactly why this is.

Utilizing Veridata's proprietary and validated panel, as well as using our verified partners, the team got to work recruiting for this niche audience.

Furthermore, data quality is of the utmost importance when it comes to our service. We utilized our cutting-edge technology and expertise to ensure thoughtful participation from real people providing genuine and accurate responses.



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Results:

Much to the client's delight, within 10 days Veridata Insights succeeded in filling the client's quota. We recruited 500 social media influencers and content creators, each having a minimum of 1,000 followers, and each successfully participating in the quantitative study.

Veridata Insights successfully delivered to the client the actionable insights they needed for this social media audience.

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.

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.

We collaborate with clients worldwide to provide the data you trust with the service you need.

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