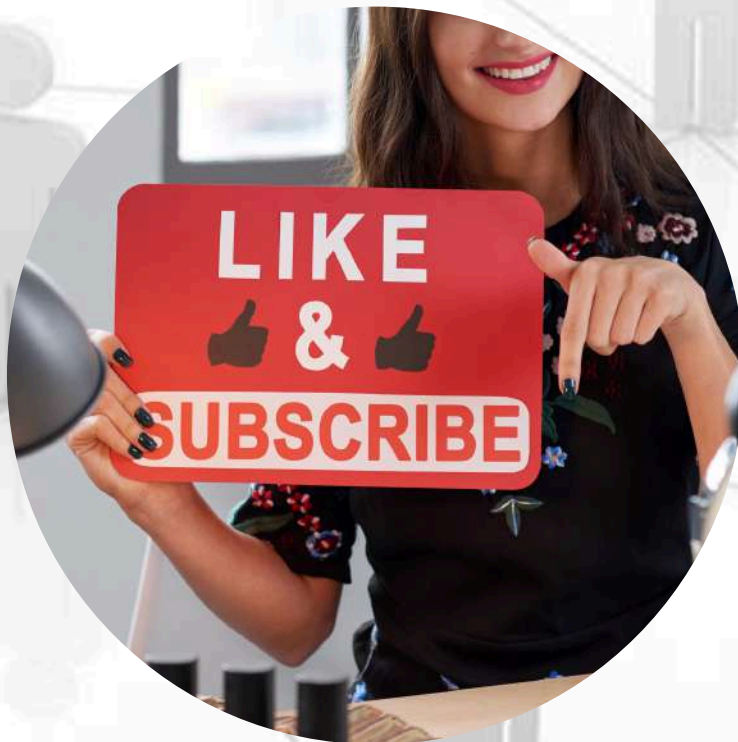




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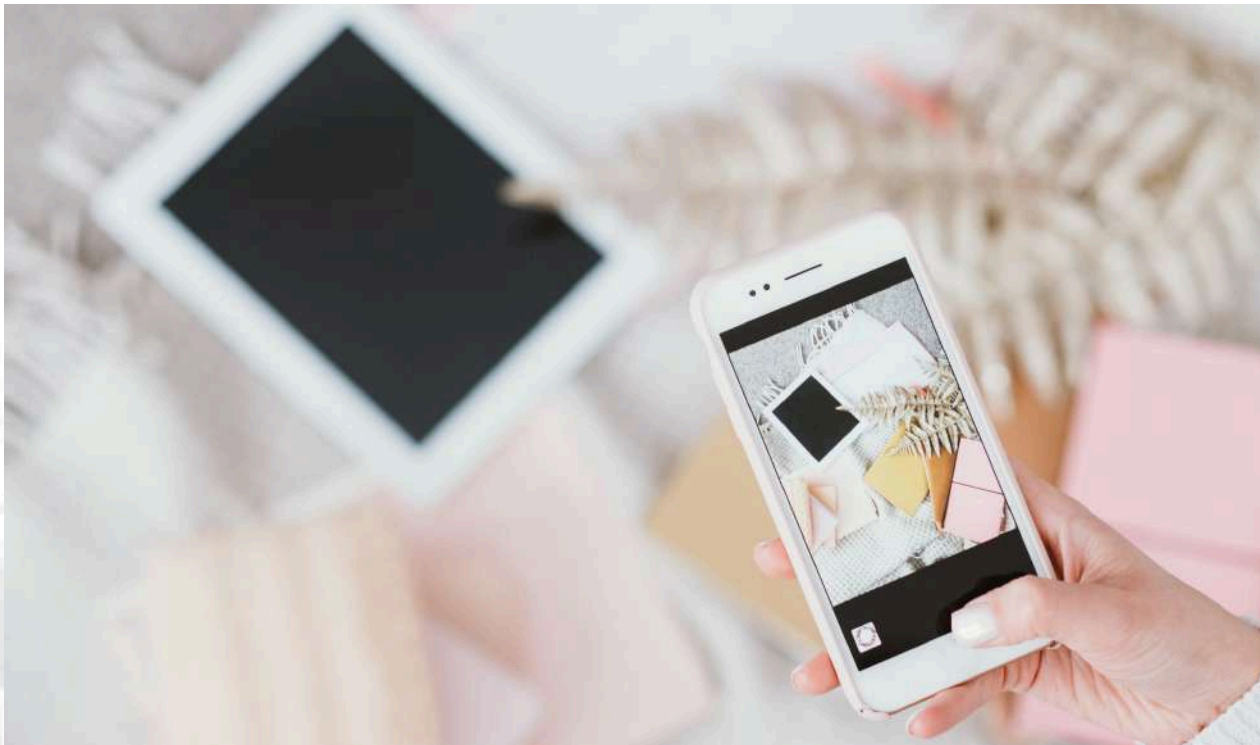
Case Study

Quantitative Research on Social Media Influencers



Client:

A Market Research Firm



Objectives:

To obtain quantitative insights on social media influencers and content creators



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Details:

A research firm connected with Veridata Insights for assistance with carrying out a quantitative study on social media influencers. The client needed help surveying social media content creators that had a significant following of at least 1,000 followers. They were in need of 500 survey completes for this audience, and were working to a tight deadline.



Service:

Veridata Insights employed a multi-source recruitment approach, that included using our proprietary and validated panel, as well as using our verified partners.

We made sure that the client would only gain genuine and accurate responses, from authentic members of the target audience, through utilizing strict data quality measures. This included using three intelligent data quality layers with over 40 forensic detection markers, as well as using digital fingerprinting.



Results:

After only 10 days Veridata Insights successfully filled the client's quota of 500 social media influencers and content creators to complete the survey.

Data quality was of the highest level, with each social media influencer validated for having at least 1,000 followers.

By gaining the actionable insights they needed, 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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