



Veridata Insights

# Case Study

## Recruiting YouTubers For Market Research



## Client:

A Market Research Firm



## Objectives:

Recruiting YouTube content creators and influencers for a market research study



Veridata Insights

## 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:

The Veridata Insights 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 with the client remained fluid throughout, providing regular progress updates.



# 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.

## Full Flexible Service at Veridata

Regardless of the market research methodology or audience, we provide you with the full answers you need and the full service you deserve. Use us for as much or as little of the process as you need.

The Veridata Insights team is here to provide thoughtful and experienced advice to make every project successful along the way. Our goal is to act like a seamless extension of your team.

With Veridata Insights as your partner, full service work is as easy as 1, 2, 3!

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