



Veridata Insights **Case Study**

Custom Research at the Speed of **Now!**



Objective:

A global consulting firm knew that they needed to survey an audience consisting of 1,300 people including an augment group of 300 participants within Gen Z. They knew what they needed, and they knew that they needed it ASAP, but they did not even have the questionnaire written yet.



Service:

One phone call at 2:30pm CST and Veridata was on the case!

By 4:30pm, Veridata delivered the link for testing.

After review, the client realized they needed to make updates to the survey, which were delivered at 6:30pm.

The survey was programmed, reviewed by the client, and launched by 10:30pm.

The soft launch data was able to be reviewed by the client within the hour and was approved for launch.

The full data set was delivered in just under 9 hours - Veridata had successfully scoped, programmed, launched and collected data.



Result:

The global consulting firm was delighted with the timely delivery and the actionable insights they received.



Full Flexible Service at Veridata

Regardless of the market research methodology or audience, we provide you with the expertise you need and the full service you deserve. Use us for as much or as little of the process as desired. And don't be afraid to challenge us with extreme timelines – we are always up to the challenge!

Our goal is to make every project a success whether you have a complex need, a difficult audience to find or an urgent timeline, Veridata Insights is here for you. Sure it isn't easy, but we love it!

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