



**Veridata** Insights

## **Case Study**

Using Social Media  
Recruitment To Gain  
Qualitative Insights From  
SUV Owners



## Client:

A Major Automotive Manufacturer



## Objective:

To understand future vehicle wants and needs of SUV owners across the United States.



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## Challenge:

The client came to Veridata for help. Facing a tight deadline, they needed to recruit for a 90-minute online focus group (OLFG) on SUV owners across the United States.

The client wanted to gain a better understanding of future vehicle wants and needs, and to use the insights to influence their future products and service offerings.

The participants recruited needed to be vehicle owners of a specific make and model of SUV.



## Approach:

Veridata Insights' Qualitative Research Division deployed a multi-faceted recruitment strategy tailored to this niche audience.

Leveraging our global network of pre-vetted, in-market recruitment partners, we ensured the selection of high-caliber participants through rigorous screening and validation protocols.



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# Social Media Recruitment:

Alongside using Veridata's partner network, the team also utilized social media participant recruitment ads.

Veridata placed PPC ads on Facebook and Instagram, appearing on newsfeeds, reels, and stories, and specifically targeting the desired niche.

Using social media, it allows access to a massive reach of an estimated 5.79 billion people globally and 250 million people in the US, with access to hundreds of thousands of data attributes.



## Result:

The automotive manufacturer was delighted with the timely delivery and the actionable insights they received.

Veridata Insights provided the client with:

- Rich qualitative feedback from SUV owners about their vehicle choices, preferences, and barriers.
- Vehicle usage insights
- Decision-making clarity
- Actionable insights for the client to refine outreach, service offerings, and product position



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# Extraordinary Recruits, Excellent Show Rates, Exceptional Client Service

For the Veridata Insights Qualitative Research Division, the majority of our projects utilize custom recruits, which requires 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 have 99.6% show rates. And our white-glove research consultation is one of the most popular of our qualitative service offerings.



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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