

innovate

Faster Answers™



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Moving at the Speed of Life: Research in Today's On-Demand Climate



Real People. Quality Data. Faster Answers.

Innovate is the trusted provider for audience targeting, surveying and data collection.



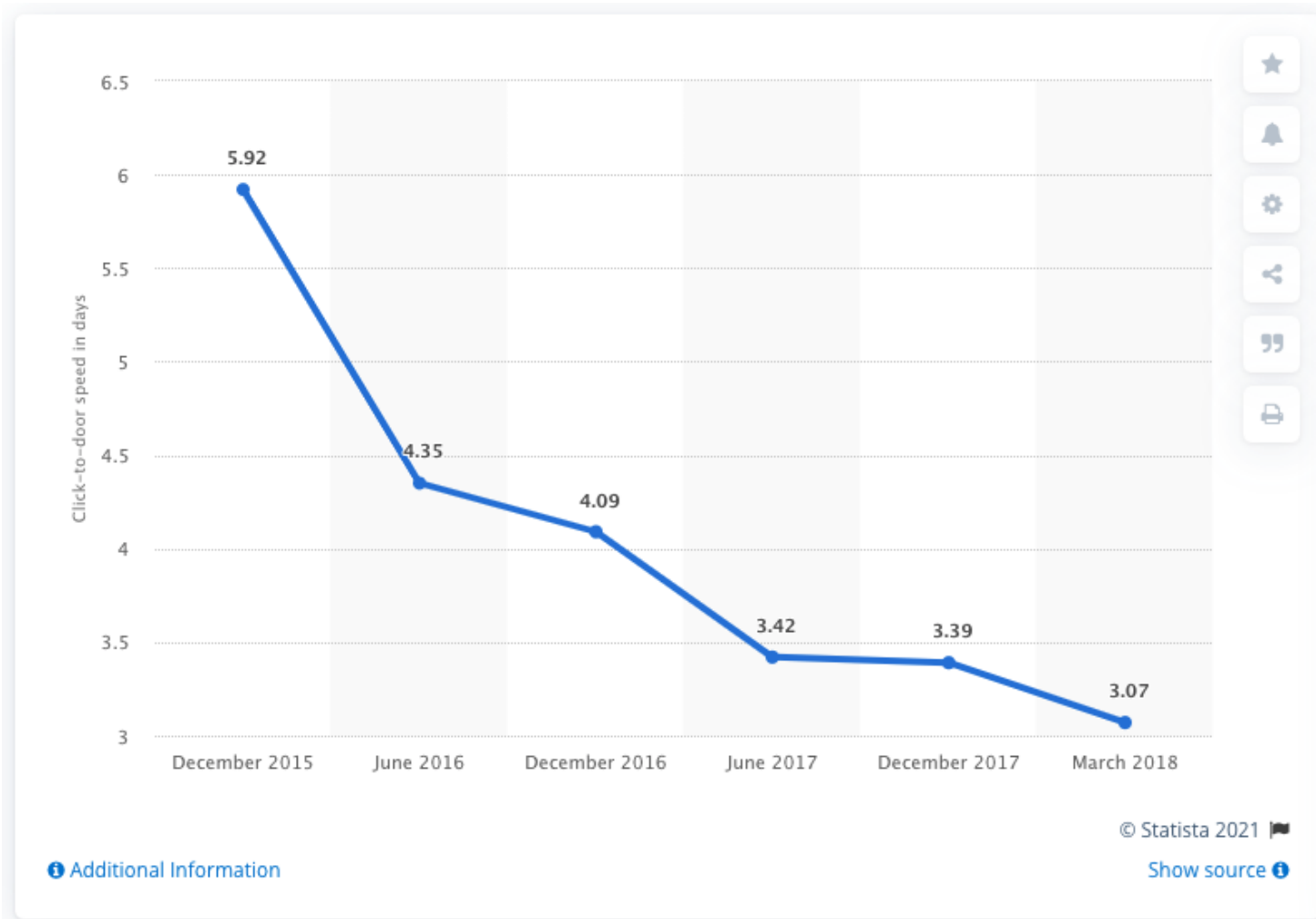


**Americans have
a shorter
attention span
than this guy**

**And are
more
reliant
on this**



This affects how we interact with and what we expect from products and services.





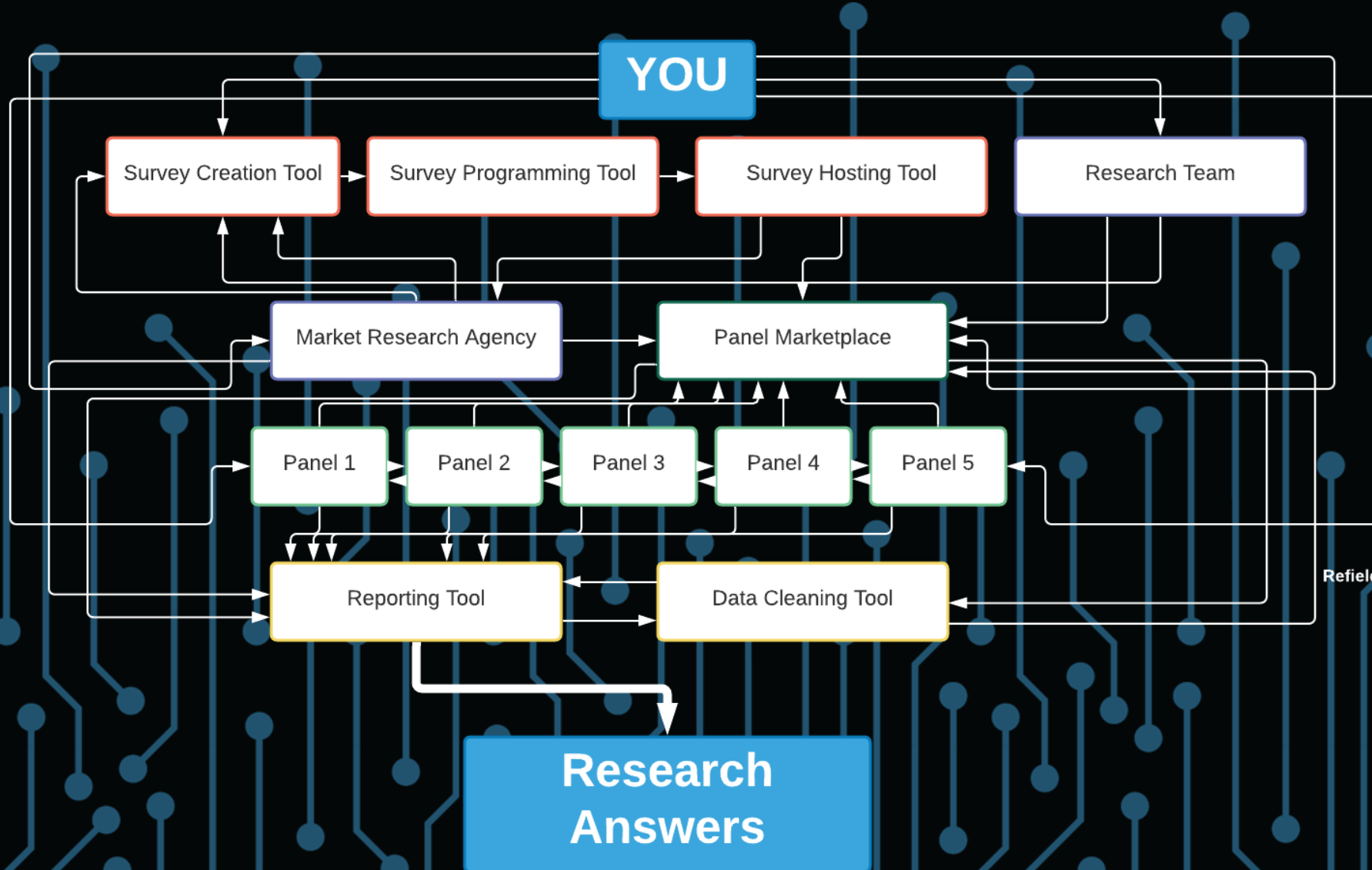
50%

**Of Research
Conducted Internally**

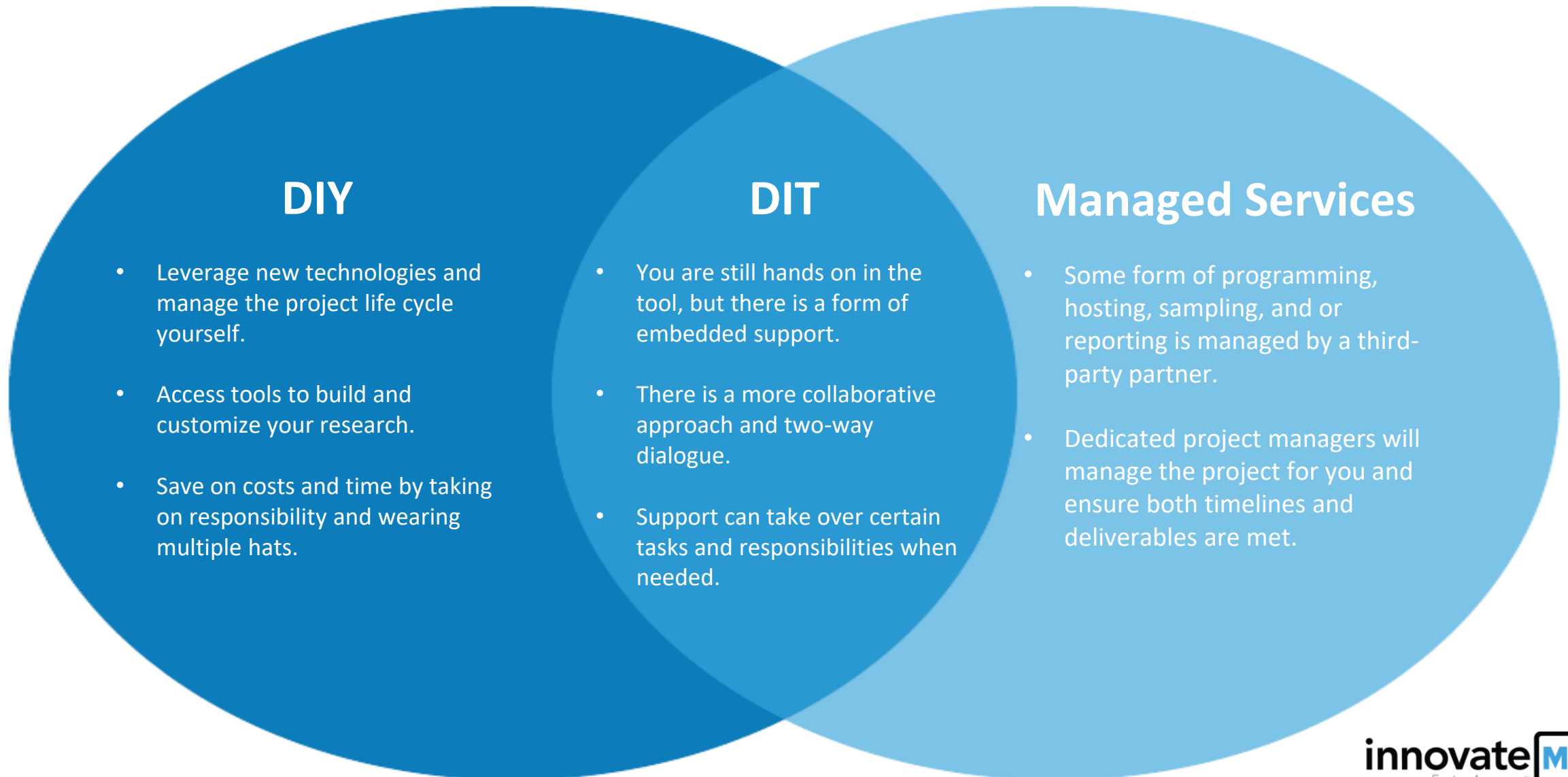
\$47B

**Tech-Enabled
Research Market**

5.4 tools used per company



Agile Research and the Role of Tools and Platforms



Understanding that Research Exists on a Spectrum



**The Focus is not the Tool,
it's Your Research
Objectives**



DIY VS DIT



Our Approach: Understanding, Empathy, and Action

- **Research on a Spectrum:** Understand the goals and objectives first, then choose the correct path.
- **Focus on the Client:** A tool first mentality puts the research and relationship second and can cause pain down the road.
- **Understand Preferences:** Whether it's full autonomy or support every step of the way, understand what each client wants.



Introducing
VISION
suite™

VISION surveys™

- Survey Builder
- Theme Editor
- Sample Integration
- Real time reporting dashboard and access to custom reports

VISION sample™

- Access to InnovateMR's proprietary global panel
- Both broad and niche audience targeting
- Programmatic sampling with custom alerts, field pacing, and project launch times.

VISION quality™

- Text Analyzer Tool
- Digital Fingerprinting
- Geo IP Check
- reCaptcha
- Device and IP analysis



1 What is your age?

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Page Break

2 What is your gender?

- Female
- Male

Question Type

Text Entry

Required

Page Breaks

Text Field Type

Text

Set Character limit

Image

Video upload

Text Analyzer™

TA Flag Settings:

Medi... or

TA: Allow Words

Question preview

In a few sentences, please describe what lead you to choose {{Q6 answer text}} over the other brands on the shelf. *

- Bids
- Feasibility
- Projects
- Suppliers
- Customers
- Tools

[← BACK TO GROUPS LIST](#)



	PROJECT 1890510	Test		N	STARTS	COMP	TERMS	OQ	COST
CLOSED				100	0	0 0%	0 0%	0 0%	\$0.00
CLOSED	Group 2003292	Test		100	0	0 0%	0 0%	0 0%	\$0.00

- Group Settings
- Sampling
- Targeting
- Quotas
- Fielding
- Test Redirects
- Supply Partners
- Group Stats
- Confirm Completes

Group Targeting

- Demographic
- Geographic
- Profile Questions
- More Options

- AGE
- GENDER
- AGE OF CHILDREN
- EDUCATION
- EMPLOYMENT
- ETHNICITY
- INCOME
- INDUSTRY
- JOB TITLE
- RELATIONSHIP

Set up targeting for this group

Use the navigation to the left to add, edit and remove demographic and geographic targeting for this group, select profile questions you want to screen against, and include or exclude specific panelists

You can review all of the targeting results and live counts generated from the Basic Demo Targeting window to the right.

Pricing & Feasibility

SELECT COUNTRY: SELECT LANGUAGE:

GROUP N: LENGTH (minutes): MAX CPI: UPDATE

Adjust the slider to find the best incidence rate (IR) and/or cost per interview (CPI).



Approximate time to field N = 100 Day 1 Day 3 [Less](#)
100

Basic Demo Targeting Re-Order Clear All

1 What is your age? ...

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Page Break +

2 What is your gender?

- Female
- Male

Question Type: Multiple Choice

Required:

Page Breaks:

Preset answers:

Age

Answer choices: 7

Multiple selections:

Image: Add

Video upload: Add

Custom sort order:

Answer images:

Question preview

What is your age? *

- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Our Vision?

Helping clients reduce **time** and **cost** to
insights **without compromising quality**

#fasteranswers

Thank you!

Q&A at Booth 604

Create Share Results

1 Consider the last time you purchased a beverage in a coffee shop. Please select from the list below the three answers that best describe your experience.

Rows

- Beverage choices
- Customer service
- Product Quality
- Environment

Columns

- Did not like at all
- Neither liked no disliked
- Liked a lot

Enter an answer choice

Enter a column choice

Page Break

2 What is your gender?

Question Type: Grid

Required:

Preset answers: Did not like

Multiple selections:

Range: 1 to 12

Image: Add

Video upload: Add

Custom sort rows: Lowest to Highest

Custom sort columns:

Answer images:

N * = NUMBER OF SURVEY COMPLETES: 750

IR * = INCIDENCE RATE: 65 %

L * = LENGTH OF SURVEY (MIN): 12 Min

Targeting

Demographic Geographic Profile Questions Incidence Check Saved Targeting

AGE: 18 to 36

GENDER: Male Female

EDUCATION: 3rd Grade or less Middle School - Grades 4 - 8 Completed some high school High school graduate

REGION: Midwest West

Profile Targeting

CATEGORY: Automotive

QUESTION KEY: API_VERSIONS

QUESTION: Did you purchase a primary vehicle?

ANSWERS: New Used

Employment Details

What is your current employment status?

- Select All
- Employed full-time
- Employed part-time
- Self-employed full-time
- Self-employed part-time
- Active military
- Inactive military/Veteran
- Temporarily unemployed

SAVE

Want to use the above targeting criteria on an existing sampling project? Select an option. If you create a new group, the targeting will be applied to the new group.

CREATE NEW PROJECT COPY TO EXISTING PROJECT

MIN CHARACTER COUNT: 5

MIN WORD COUNT: 1

MIN SENTENCE COUNT: 1

MIN AVG WORDS/SENTENCE: 1

Always allow these words: Do not know

Flag answer if text contains selected PII

Flag answer if text contains a URL

Flag if answer matches a previous answer

Allow for blanks/non-mandatory questions or responses

Maximum percentage of Copy/paste: 5

Maximum misspelling percentage: 50

Maximum profanity percentage: 10

Maximum words typed per second: 1.5

Minimum contextuality percentage: 50

Save



Streamlining the market research process for insights professionals

Vision Surveys™ checks both boxes: simplicity and sophistication.

- Conduct rapid pulse surveys to get a lightning-fast read on ever-evolving target markets.
- Build custom questions/answers or select from a pre-set library, use bulk answer upload, utilize custom logic/piping, customize branded themes for top respondent experience, test on a variety of device types, and add built-in quality questions.
- Select your target audience from InnovateMR sample sources or your own, launch your survey, and watch as people start completing it in real-time.
- Once your survey is successful, build or export custom reports from one cohesive dashboard.
- Our team of research experts is always available to support you through the survey creation process 24/7.

Question Type: Grid

Required:

Preset answers:

Multiple selections:

Range: 1 to 12

Image: Add

Video upload: Add

Custom sort rows: Lowest to Highest

Custom sort columns:

Answer images:

Question preview: Consider the last time you purchased a beverage in a coffee shop. Please select from the list below the three answers that best describe your experience. *

	Did not like
Beverage choices	<input type="checkbox"/>
Customer service	<input type="checkbox"/>
Product Quality	<input type="checkbox"/>
Environment	<input type="checkbox"/>



Utilize powerful self-serve tools to find the right target audience

Vision Sample™ lets you select the right target audience of your research.

- Use powerful targeting tools. Enter the number of respondents you need for your survey, from what country, your survey incidence rate, and length of interview. The system will calculate feasibility and pricing and get targeting ready to go.
- Add more in-depth demographic profiling with advanced targeting.
- Create complex nested quotas to get the perfect audience blend or have our expert managed services team do the work.
- We offer a model that truly engages our survey participants and generates long-term panel retention. Each respondent is vetted through over 40 quality methods including digital fingerprinting, GEO-IP validation, mobile and address verification, and more.

The screenshot shows the targeting configuration interface. At the top, there are input fields for N+ (750), IR (65%), and L (12 Min). Below this are tabs for Targeting: Demographic, Geographic, Profile Questions, Incidence Check, and Saved Targeting. The Demographic tab is active, showing a list of categories on the left: AGE, GENDER, AGE OF CHILDREN, EDUCATION, EMPLOYMENT (highlighted), ETHNICITY, INCOME, INDUSTRY, JOB TITLE, and RELATIONSHIP. The main area shows 'Employment Details' with a question 'What is your current employment status?' and several checkboxes: Select All, Employed full-time, Employed part-time, Self-employed full-time, Self-employed part-time, Active military, Inactive military, and Temporarily un... A 'SAVE' button is at the bottom.

The screenshot shows a dashboard with a table of survey groups. At the top, there is a 'GROUP N+' field set to 1000, an 'UPDATE' button, and a 'NEW QUOTA +' button. On the right, there are checkboxes for 'Survey Start' and 'Survey Complete'. The table has the following columns: TARGET, N+, HARD STOP, SURVEY STARTS, COMPLETES, REMAINING, and INCIDENCE. The rows represent different demographic segments.

TARGET	N+	HARD STOP	SURVEY STARTS	COMPLETES	REMAINING	INCIDENCE
Male	495	On	1093	495*	0	50.46%
Female	510	On	1424	510*	0	39.17%
18-24	180	On	458	176*	4	45.60%
25-34	195	On	402	192*	3	56.30%
35-44	188	On	300	185*	3	69.81%
45-54	170	On	322	170*	0	57.63%
55-64	200	On	513	199*	1	40.70%
65-99	180	On	522	83*	97	16.37%
White	665	On	1605	666*	-1	44.85%
AA	130	On	236	102*	28	48.57%
Hispanic	180	On	391	167*	13	50.61%



Providing insights professionals with high-quality answers, faster

Vision Quality™ ensures high-quality insights to inform essential business decisions.

- Vision’s Text Analyzer™ will verify open-end responses by removing gibberish answers, copy-and-pasted answers, profanity, PII, and non-contextual answers to ensure participants provide you with rich and relevant responses that provide color to your research findings.
- Gain access to InnovateMR’s advanced question library and insert tested red herring questions directly into your surveys. These stronger questions test industry-specific terminology, ask respondents to recognize fake brands, or double-verify aided awareness questions.
- Utilize other data quality essentials such as device fingerprinting, straight lining, and speeder controls.

The screenshot displays the configuration interface for Vision Quality. It includes the following settings:

- MIN CHARACTER COUNT:** 5
- MIN WORD COUNT:** 1
- MIN SENTENCE COUNT:** 1
- MIN AVG WORDS/SENTENCE:** 1
- Always allow these words:** +add words (Do not kn...)
- Flag answer if text contains selected PII:** First...
- Flag answer if text contains a URL**
- Flag if answer matches a previous answer**
- Allow for blanks/non-mandatory questions or responses**
- Maximum percentage of Copy/paste:** Slider set to 5 (range 0-100)
- Maximum misspelling percentage:** Slider set to 50 (range 0-100)
- Maximum profanity percentage:** Slider set to 10 (range 0-100)
- Maximum words typed per second:** Slider set to 1.5 (range 0-3)
- Minimum contextuality percentage:** Slider set to 50 (range 0-100)

A **Save** button is located at the bottom right of the interface.