

TECHNOLOGY & IT | TWO EUROPEAN MARKETS

Recruiting IT decision makers for a cloud adoption study

Forty senior IT decision makers in two European markets recruited for in-depth interviews on cloud migration plans.



AT A GLANCE

CLIENT

Technology market research agency

INDUSTRY

Technology & IT

MARKET

Two European markets

METHOD

In-depth interviews by video, 45 minutes

SAMPLE

40 IT decision makers

TIMELINE

4 weeks

THE CHALLENGE

The agency's end client wanted to hear from the people who sign off cloud spend in mid-sized and large companies. Generic B2B panels returned too many respondents who influence the decision but do not make it.

OUR APPROACH

We recruited through professional networks and B2B panels, then confirmed each person's role and budget authority by phone.

- 1 Screened for job title, company size and final say on cloud budgets
- 2 Confirmed role and employer with a short validation call
- 3 Balanced the sample across industries and company sizes
- 4 Scheduled interviews with standby recruits for each slot

THE RESULTS

- ✓ 40 interviews with confirmed budget holders
- ✓ No-show slots covered from the standby list
- ✓ Sample balanced across company sizes as briefed

SERVICES USED

Respondent recruitment

Hard-to-reach audiences

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.