



## **17 COUNTRY B2B**

In the world of online research, reaching respondents in the same continent isn't always difficult. Spanning across 6 continents for one study with one set of redirects and one point of contact for 17 countries? That's nearly impossible.

For this employee satisfaction study, EMI found full-time employees of companies with over 250 employees across world-wide locations with limitations on industries. The sample included the usual suspects: US, Latin America, and the European Big 5. The impressive pieces of the puzzle are the targets from Egypt, Israel, South Africa, Indonesia and Australia. In total, EMI leveraged 10 unique and native panels to complete this B2B study.

### **End Results:**

- EMI delivered over 5,600 completes in less than 2 weeks in field
- EMI managed the project with one project manager and one set of redirects
- Full service client was able to focus on other aspects of the project rather than worrying about finding cost-effective, quality respondents for 17 countries.