



7 COUNTRY CONSUMER/B2B PRINTER DMS

Very little things can bring panic to an office like being low on toner while running reports in a time crunch. Ironically, that same panic and time crunch was felt with this ink and toner study completed in 7 different countries.

For this study, the client wished to reach decision makers on printers and printer supplies in the US, Germany, France, UK, Korea, China, and India. As if this request wasn't difficult enough, there were nested quotas on household (consumers), micro businesses, small businesses, and large businesses (500+ employees) along with quotas on printer type. Since the client was trying to measure its own customers, the incidences for each group were under 30%.

EMI tackled the challenge. Each country was sourced through native consumer and B2B panels. The practical EMI project management team and software passed over just one redirect link to the client's programming staff. One set of redirects for 7 countries and over 10 nested quotas? That's the beauty and efficiency of working with EMI's project management.

End Results:

- EMI delivered all 4,150 requested completes on time and within budget
- The client was able to focus on analysis and other projects while having an expert in EMI that could be their one point of contact throughout the sampling process.