

## B2B Audience Targeting Built for High-Stakes Research

Drive Research is a full-service market research firm with deep experience in fielding studies among specialized professional roles, low-incidence segments, and complex quota requirements. We handle the sourcing strategy and quality controls behind the scenes, so you get credible responses from the right people and results you can use with confidence.

### Who we reach

We support B2B studies ranging from broad professional categories to highly specific profiles, including hard-to-reach audiences. Examples include: **IT decision-makers, cybersecurity leaders, HR and talent leaders, finance controllers, procurement managers, plant and operations leaders, healthcare administrators, SaaS product owners, and many more.**

### We can target over 180 different firmographic profiling variables such as:

- Job title/level
- Industry
- Geography
- Decision maker status
- Company revenue
- Number of employees
- Company department
- Employment status
- Demographics
- Experience
- Tenure
- Geography



#### 250+ sample sources globally

We build the right sourcing mix for each study using vetted panel partners plus social media outreach, in-house opt-in lists, professional and trade association lists, and grass-roots recruiting for especially narrow profiles.



#### Built-in data quality controls

We use a [DFIQ-style checklist](#) to spot fraud and inconsistent profiles early. Then we reinforce it with purpose-built screeners and logic checks tied to your target, plus review of open-ends to confirm respondents are real and engaged.



#### Double-verify professionals

We apply double verification to confirm the respondent's identity such as a company directory match, a company email, website listing, and a LinkedIn profile aligned to that employer all to ensure you are hearing from the right people.

## Proven success across diverse professional segments

### VPs of Supply Chain + Transportation Directors

The survey included 200 completes from targeted transportation and supply chain decision-makers across key shipping industries at companies with **\$10 million to \$500 million+ in annual revenue.**

[Read the case study](#)

### Cardiologists + Physicians Across the Globe

The survey included 300 completes from targeted cardiologists and emergency department physicians in the **U.S., U.K., France, Germany, Spain, and Italy** who had practiced for at least one year.

[Read the case study](#)

### Business Communications IT Decision-Makers

The survey included 400 completes from targeted U.S. **IT decision-makers** and influencers at a variety of different-sized companies, focused on **business communications** and **conferencing solutions.**

[Read the case study](#)

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### Join them!


Ready to reach the right B2B audience for your next survey? Partner with Drive Research to access a blended sourcing strategy, stronger respondent verification, and higher-confidence data from the professionals who matter most to your study.


[Contact Drive Research](#)



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