



Conclave Research

CASE STUDY

Unlocking Insights from Niche Blue-Collar Trades Professionals

Confidential Document for Internal and Prospective Client Use
Client- A Leading US Based Research Solutions Group
Q3 -2025 Project Execution Summary

Project Highlights

200	USA	5 days	CAWI
Sample Size	Geography	Fieldwork Timing	Methodology

Client Overview

US Consulting Firm	B2B – Blue Collar	Construction	2025
Client	Target Sector	Industry	Year

1. Executive Summary & Overview

This case study details the successful execution of a specialized B2B online quantitative (CAWI) research project for an esteemed client in the US-based consulting sector. The core challenge was achieving stringent classification quotas within the construction vertical, requiring precise targeting of specialized tradespersons (e.g., Carpenters, Plumbers, Roofers, handymen etc.) beyond simple industry participation. By implementing an advance panel filtering & innovative custom panel pre-targeting methodology, we successfully delivered a balanced sample of 200 high-quality interviews.

2. The Challenge

While our organization possesses a decade-long track record of successfully executing complex B2B studies within the broader Construction and Building Materials vertical, this requirement presented a distinct methodological hurdle. The primary difficulty resided in moving beyond conventional B2B profiling methods—which typically capture broad industry and title—to precisely isolate and engage niche blue-collar expertise. To meet the client's strict, nested quotas (Carpenters, Handymen, Roofers, Plumbers, Painters, etc.), a more proactive, precise, and systematic targeting solution was imperative.

3. Approach & Methodology

The flexible nature of online quantitative research, coupled with our proprietary panel capabilities, provided the leverage necessary to devise an innovative solution. After rigorous internal analysis and multiple brainstorming sessions, we adopted a pre-qualification strategy centered on data enrichment.

Custom Pre-Targeting Integration: Our strategic solution involved systematic integration of a proprietary, custom-designed pre-targeting question into our existing library of profiling variables. This question was engineered to distinctly classify specialized trades within the construction vertical.

Panel-Wide Profiling: We systematically filtered all construction professionals already profiled within our proprietary panel assets.

Data Enrichment: These filtered panelists were then exposed to the new pre-targeting question outside of the main survey environment, allowing us to accurately identify and tag their exact specialized roles (e.g., Plumber, handymen, Roofer etc.).

Bias Mitigation: Throughout this process, significant attention was paid to the wording and sequencing of the pre-targeting question to ensure it was unbiased, non-leading, and yielded only genuine, high-fidelity classification data.

Fieldwork Execution (CAWI): The fieldwork was executed using the CAWI (Computer-Assisted Web Interviewing) methodology, selectively inviting only the pre-qualified, specialized professionals required to fulfill the precise quota matrix.

4. Results & Business Impact

The proactive, data-driven approach allowed us to transition the project from a challenging recruitment task to a streamlined fieldwork process.

Key Outcomes

- **Balanced Quota Delivery:** We successfully delivered the required 200 complete interviews, achieving a perfectly balanced sample proportion across all specified specialized trade titles, meeting the client's exacting data requirements.
- **Data Quality Excellence:** The final data quality was reported as 'phenomenal' by the client, validating the integrity of the custom pre-targeting mechanism and the panel's recruitment standards.
- **Client Endorsement:** The successful execution led to highly positive feedback from the client's project manager and helped pave the way for several similar project opportunities in the future.