Unlock the Power of First-Party Data to Drive Your Growth

dynata™

THE NEW DYNAMICS OF THE INSIGHTS AND MARKETING INDUSTRY

Consumers are smarter and more empowered than ever. They are willing to share their opinions, but expect something in return: more control, better personalization, with impenetrable privacy and security.

Brands need to understand their customers holistically to deliver the right message at the right time.

At the same time, privacy and security regulations continue to increase, challenging your ability to make the most of data-driven opportunities. In a post-cookie world, first-party data has never been more critical to ensure you can deliver value at every step of the marketing journey at the speed of your business.

YOUR CHALLENGES AND OPPORTUNITIES HAVE NEVER BEEN MORE COMPLEX

Industry dynamics demand a new blueprint for market expansion. Businesses must think differently to find ways to grow revenue, accelerate insights to market, streamline operations and stretch their budgets further.

BUSINESS NEEDS

- Support business transformation
- Expand addressable markets
- Drive revenue growth

RESEARCH NEEDS

- Accelerate insights to market
- Stretch budgets further
- Streamline internal processes
- Minimize inefficiency in data and project management
- Focus on revenue-generating activites

POWERING YOUR GROWTH AND TRANSFORMATION AT EACH STEP OF THE MARKETING CONTINUUM

We help power your growth across the entire marketing journey with our solutions for insights, activation and measurement.

Harness the power of data by uncovering accurate insights and connecting data sources to activate new advertising campaigns and measure effectiveness of cross-channel marketing ROI and longer-term brand lift.

DYNATA'S DIFFERENCE

Dynata has the largest depth, widest breadth, and highest-quality first-party panel data in the world. We own and operate the largest panel comprised of 67 million consumers, B2B panelists and hard-to-reach audiences.

Dynata is known for having the highest-quality and most trusted panel of real and engaged people in the industry. Our fully permissioned panelists are profiled with over 2,700 attributes and are sourced using unique methodologies, offering flexibility and bias controls for precise audience selection.

Panel data can be seamlessly connected to CRM and other data sources to model and scale custom audiences for campaign activation.

DATA QUALITY, THE FOUNDATION OF ACCURATE INSIGHTS & BETTER DECISION – MAKING

High-quality data is the cornerstone of business intelligence - driving accurate insights for smarter decision-making. Quality data comes from the right people who are real and engaged, ready to share trusted insights.

Our rich recruitment sources and fully verified panelists ensure you have access to the highest quality data to protect your investment and reputation.

We employ proprietary identity verification controls and the highest, most compliant levels of data management.

Our Imperium data solution, QualityScore™, provides an automated multi-point check to assess each respondent's survey quality, reducing up to 85% of the time spent manually reviewing data and saving valuable participant responses.

FULLY INTEGRATED END-TO-END PLATFORM THAT CONNECTS RESEARCH AND INSIGHTS WITH EFFECTIVE CAMPAIGN EXECUTION

Find Your Audience

Identify and select your audience, field your survey in market and tabulate your results.

Build Your Survey

Script and program mobile-first surveys for any question type or length.

Improve Cross-channel Marketing ROI

Validate results against real people, measure advertising effectiveness and optimize media spend.

Connect Data & Activate Campaigns

Connect data sources and activate audiences across channels to enhance targeting and maximize impact

Analyze & Visualize

Uncover insights and instantly visualize findings with automated data viz and interactive dashboards.

Publish & Share Your Results

Deliver insights to decision makers in seconds with cloud-based collaborating tools

THE WORLD'S LARGEST FIRST-PARTY PLATFORM FOR INSIGHTS, ACTIVATION AND MEASUREMENT

67+ MILLION
PEOPLE REACHED

2,700+
PROFILE ATTRIBUTES
spanning specialty and hard-to-reach B2Baudiences
Unparalleled **DEPTH AND BREADTH** across six continents

4 Billion
INSIGHTS UNCOVERED ANNUALLY

200,000+
PROJECTS DELIVERED ANNUALLY

Extensive survey testing and data verification attributes for

99% **ERROR-FREE PROJECT DELIVERY**

100+ MILLION
survey completes annually

GLOBAL REACH: **OVER**
6000
CUSTOMERS IN **90 COUNTRIES**
across all major industries

40+ years of INNOVATION

SCALE MATTERS

#1
FIELD SERVICES
IN 2021 GRIT REPORT

#3
DATA & ANALYTICS
PROVIDER

Dynata's World-Class Panel Data

GLOBAL FOOTPRINT

Dynata is uniquely positioned to deliver the most diverse B2B and B2C online sample globally for maximum feasibility, sustainability, representativeness and consistency. Our extensive reach lets us connect you to consumer, business, specialty, or hard-to-reach audiences in almost every country around the world quickly and efficiently. Connect with your Dynata sales team to find out more about our global capabilities.

EMEA | 16M

AUSTRIA
BELGIUM
BULGARIA
CZECH REPUBLIC
DENMARK
FINLAND
FRANCE
GERMANY
GREECE
HUNGARY
IRELAND
ITALY
NETHERLANDS
NORWAY
POLAND
PORTUGAL
ROMANIA
SLOVAKIA
SOUTH AFRICA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UAE
UNITED KINGDOM

THE AMERICAS | 30M+

NORTH
UNITED STATES
CANADA
MEXICO

SOUTH
ARGENTINA
BRAZIL
COLUMBIA
CHILE
PERU
VENEZUELA

APAC | 22M

AUSTRALIA
CHINA
HONG KONG
INDIA
INDONESIA
JAPAN
MALAYSIA
NEW ZEALAND
PHILIPPINES
SOUTH KOREA
SINGAPORE
TAIWAN
THAILAND
VIETNAM

RECRUITMENT METHODOLOGIES

Dynata has a variety of sample sources to meet your unique project requirements.

Each of our recruitment channel delivers a different population thus our panels provide diversity, representativeness and enables you to target hard-to-reach population segments.

SOURCE NAME	RECRUITMENT	REWARDS	STRENGHTS
Loyalty Panels	By invitation to loyalty program members in travel, entertainment, media and retail.	Points or miles relevant to the program source.	More affluent. high quality. pre-validated individuals with known characteristics.
Organic, Open Enrollment & Partnerships	Online and mobile channels: websites, social media influencers and apps.	Reward points to redeem for cash, prizes and gift cards.	Younger, less affluent, more ethnically diverse.
Respondent Exchange Network	Broad range of websites, incl. schools, communities. Member logging into communities with valid username and password invited to participate.	Reward points to redeem for cash, prizes and gift cards.	Engage people who might not otherwise take part. Younger audiences. More frequent internet users.

HARD-TO-SOURCE PANEL DATA

The Standard for B2B Data

Largest and deepest global reach offering more than 3 million professionals with an average of 15 attributes per member

Broadest selection of business professionals across hundreds of B2B roles

Robust and proven recruitment practices across loyalty, open and integrated channels

Healthcare

Comprehensive patient panel offering 9M patients in 40 markets, across 300 ailments with over 2,000 studies per year

Concentrated healthcare B2B panel with more than 2.5 million allied health professionals and other healthcare business decision makers globally

Rich Healthcare Professionals Panel containing 200,000 across the US, Canada and EU5 and access to over 1M globally through partner programs

Diversity, Equity & Inclusion

Panel recruitment using messaging and rewards to encourage maximum diversity among participants and a 3-channel strategy to ensure access to respondents who are under-represented when only using one approach

Broad-scale panelist data library includes items such as race, gender, sexual orientation and disability

Accommodations in the survey-taking process to ensure optimal engagement among diverse populations

POWERED BY OUR PROPRIETARY TOTAL RESEARCH QUALITY SYSTEM

Total Research Quality® System Components

Our Total Research Quality® system is a comprehensive integrated system of tools, metrics, procedures, and policies that operates throughout the entire lifecycle of each participant across every project we complete to ensure our clients are receiving the highest quality data available. The system begins long before the data is collected and ends long after the analysis is complete.

Dynata employs proprietary identity verification controls and the highest, most compliant levels of data management and data protection.

Panel Demographics By Country

AMER

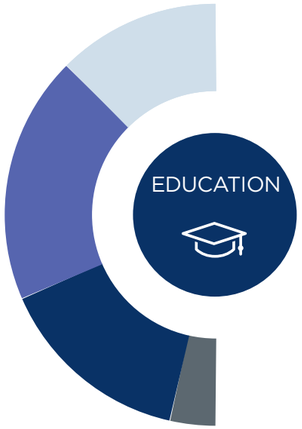
ARGENTINA

54%

GENDER

46%

Secondary Education or below	26%
University, Professional or Vocational Certification	38%
University Degree	30%
Postgraduate, Doctorate or above	7%



45%	<150 K (ARS)
20%	150 - 500 K
16%	500 - 900K
19%	>900K

AGE

BRAZIL

45%

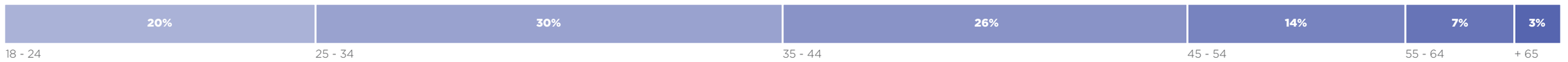
GENDER

55%

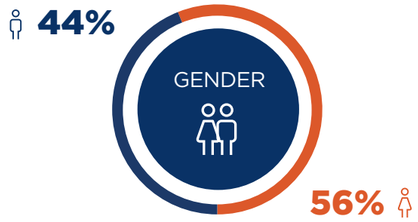
Secondary Education or below	37%
University, Professional or Vocational Certification	20%
University Degree	28%
Postgraduate, Doctorate or above	16%

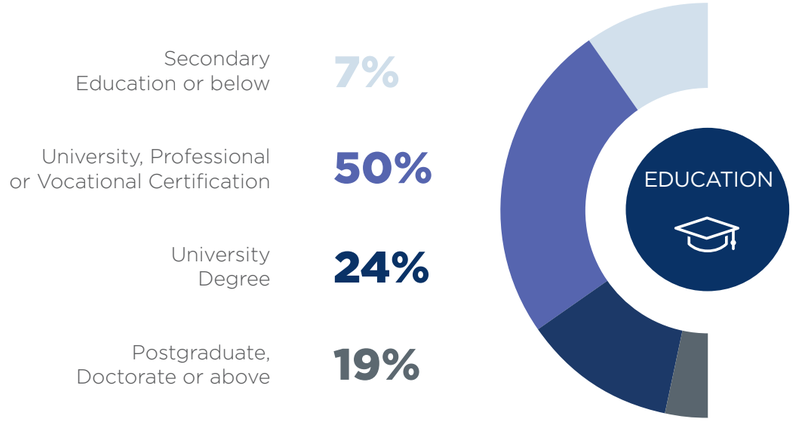
69%	<85K (BRL)
26%	85 -450K
3%	450K - 1.75M
3%	>1.75M

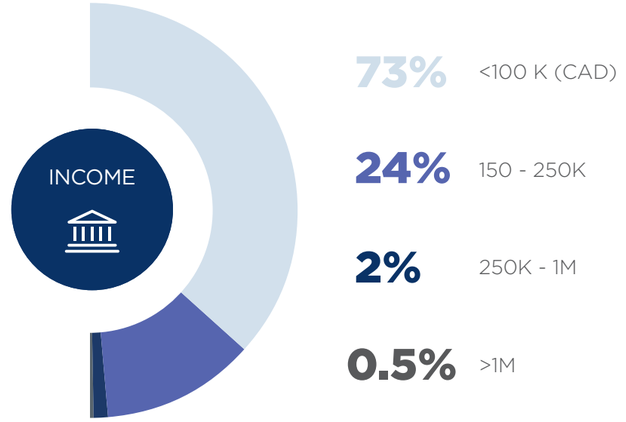
AGE

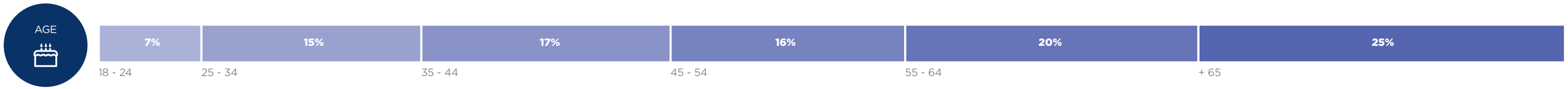


CANADA

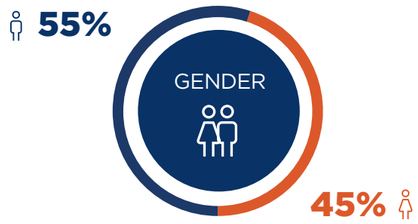


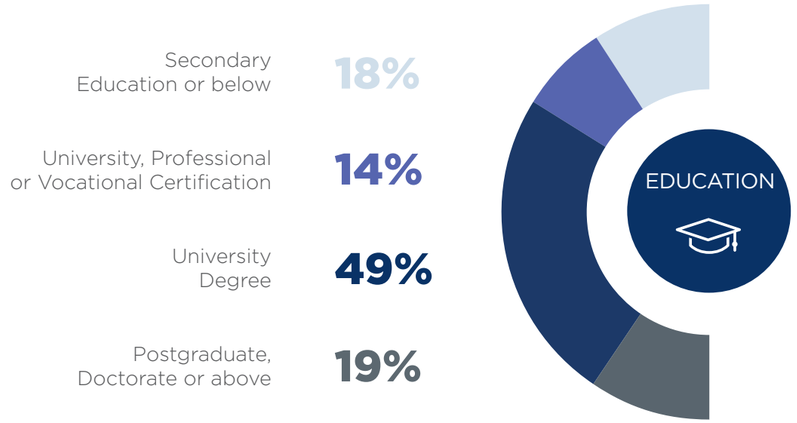


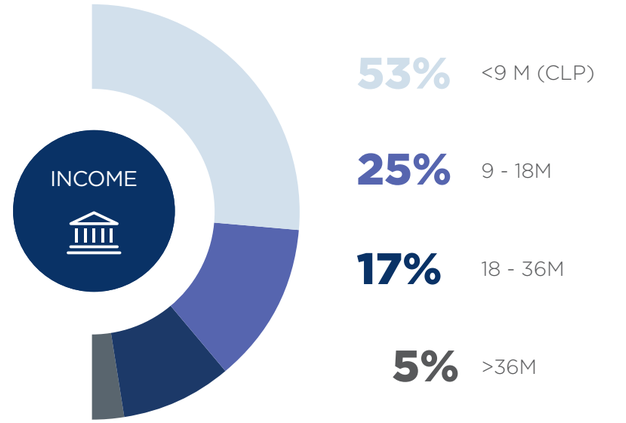


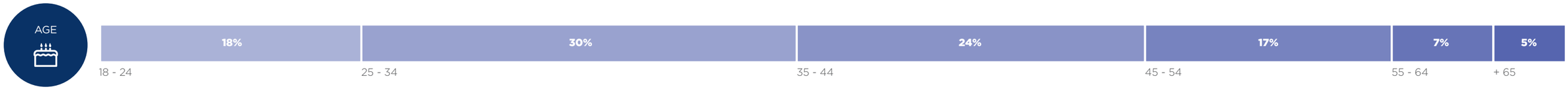


CHILE







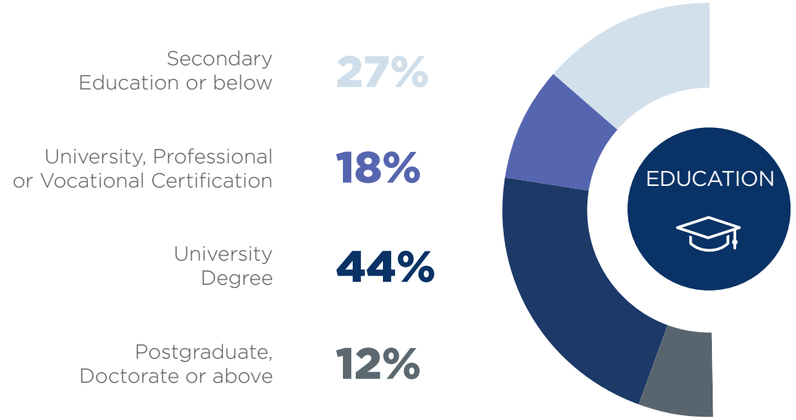


COLOMBIA

49%

GENDER

51%



Secondary Education or below	27%
University, Professional or Vocational Certification	18%
University Degree	44%
Postgraduate, Doctorate or above	12%

42%	<3.6M (COP)
23%	3.6 - 14.82M
27%	14.82 - 60M
8%	>60M

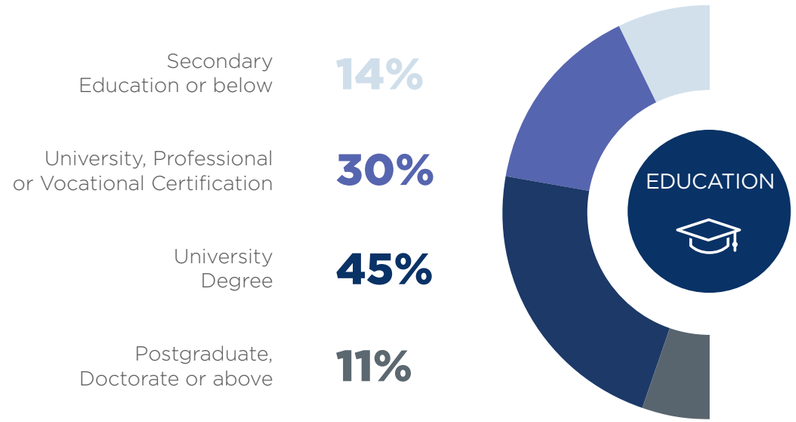
AGE

MEXICO

44%

GENDER

56%

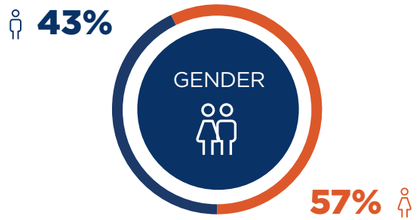


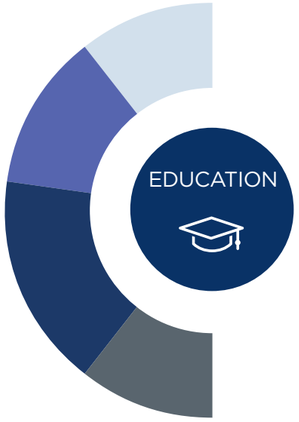
Secondary Education or below	14%
University, Professional or Vocational Certification	30%
University Degree	45%
Postgraduate, Doctorate or above	11%

28%	<50 K (MXN)
30%	50 - 150K
30%	150 - 500K
11%	>500K

AGE

UNITED STATES OF AMERICA





Secondary Education or below	21%
University, Professional or Vocational Certification	33%
University Degree	24%
Postgraduate, Doctorate or above	21%

41%	<50 K (USD)
46%	50 - 150K
11%	150 - 500K
2%	>500K

Panel Demographics By Country

EMEA

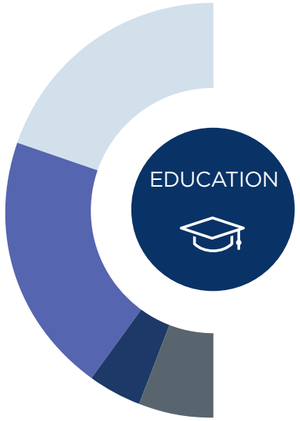
AUSTRIA

47%

GENDER

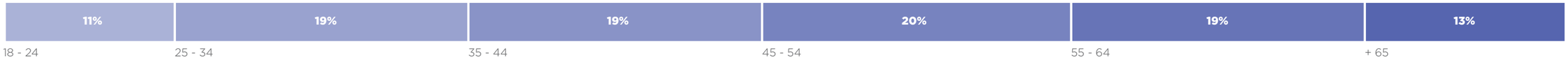
53%

Secondary Education or below	39%
University, Professional or Vocational Certification	41%
University Degree	8%
Postgraduate, Doctorate or above	12%



53%	<60 K (EUR)
39%	60 - 120K
6%	120 - 200K
1%	>200K

AGE



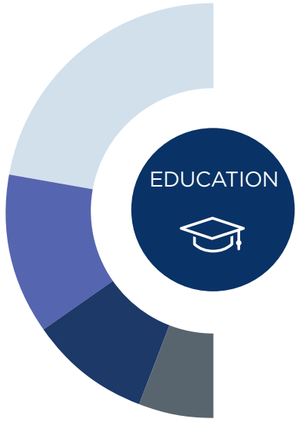
BELGIUM

50%

GENDER

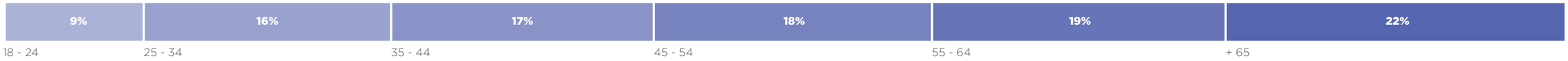
50%

Secondary Education or below	44%
University, Professional or Vocational Certification	25%
University Degree	19%
Postgraduate, Doctorate or above	12%

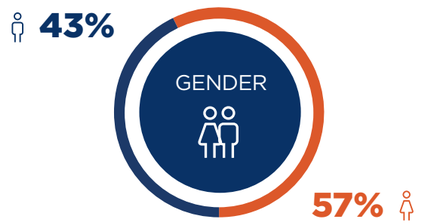


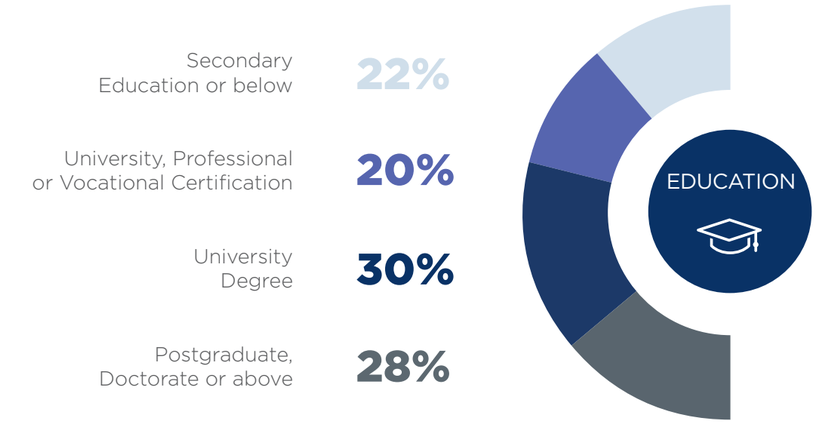
77%	<60 K (EUR)
17%	60 - 120K
3%	120 - 200K
3%	>200K

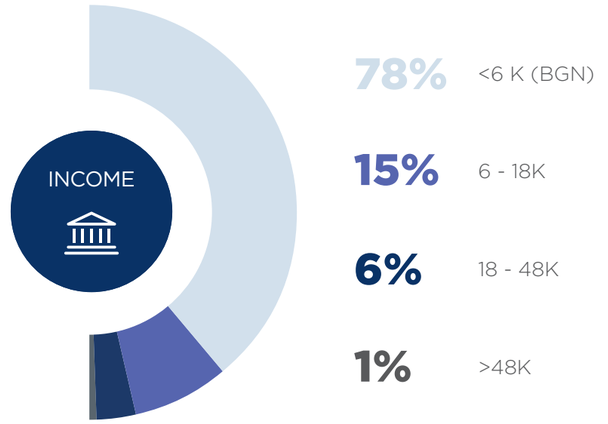
AGE



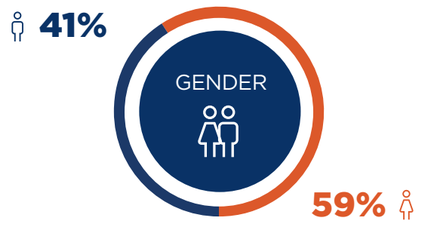
BULGARIA

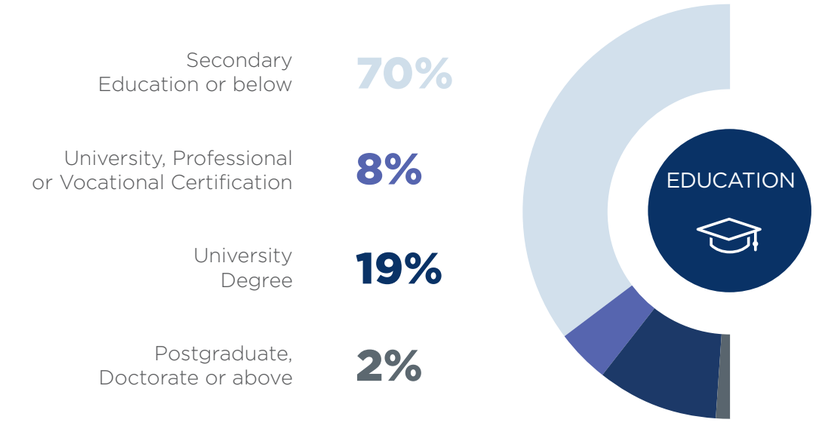


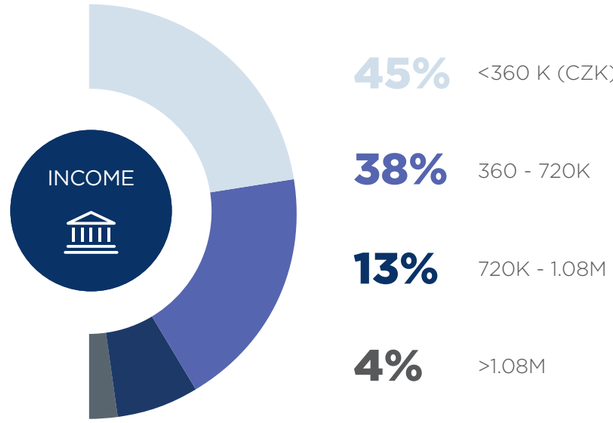


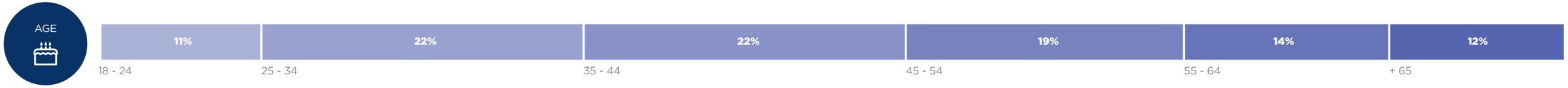


CZECH REPUBLIC









DENMARK

54%

GENDER

46%

Secondary Education or below	55%
University, Professional or Vocational Certification	12%
University Degree	15%
Postgraduate, Doctorate or above	18%

58%	<440K (DKK)
30%	440 -880K
9%	880K - 1.5M
4%	>1.5M

AGE

18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | + 65

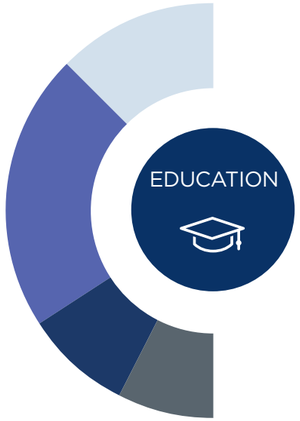
FINLAND

47%

GENDER

53%

Secondary Education or below	25%
University, Professional or Vocational Certification	43%
University Degree	17%
Postgraduate, Doctorate or above	15%



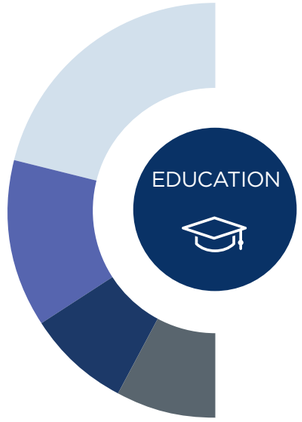
54%	<40K (EUR)
41%	40 - 120K
3%	120 - 400K
2%	>400K

AGE

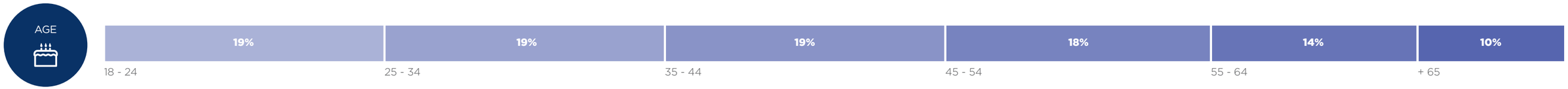
18 - 24 | 25 - 34 | 35 - 44 | 45 - 54 | 55 - 64 | + 65

FRANCE

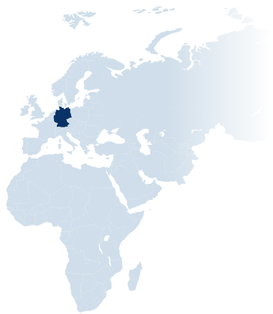
Secondary Education or below	42%
University, Professional or Vocational Certification	26%
University Degree	16%
Postgraduate, Doctorate or above	16%

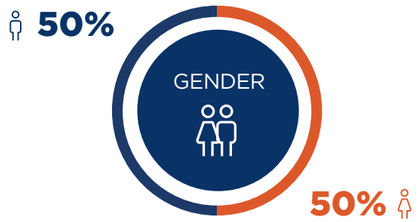


67%	<40K (EUR)
29%	40 - 100K
3%	100 - 500K
0.4%	>500K



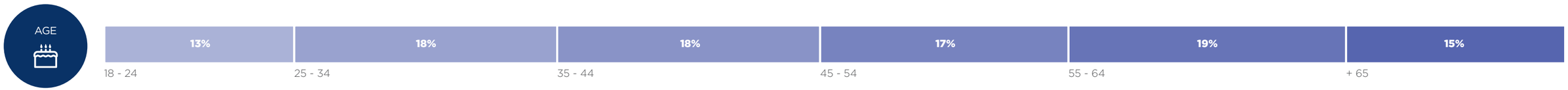
GERMANY





Secondary Education or below	32%
University, Professional or Vocational Certification	44%
University Degree	24%

50%	<40K (EUR)
41%	40 - 120K
6%	120 - 200K
3%	>200K



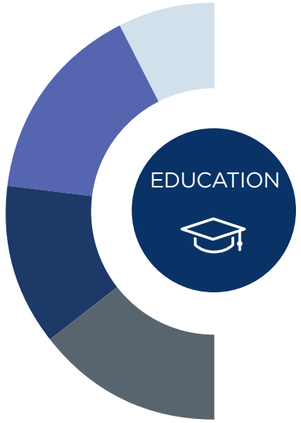
GREECE

41%

GENDER

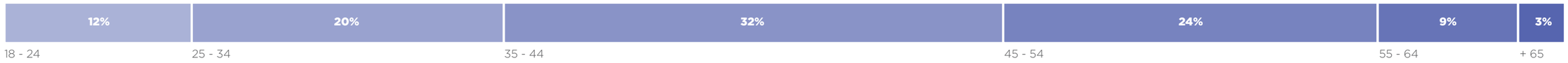
59%

Secondary Education or below	29%
University, Professional or Vocational Certification	25%
University Degree	31%
Postgraduate, Doctorate or above	15%



73%	<20K (EUR)
26%	20 - 60K
1%	60 - 150K
0.2%	>150K

AGE



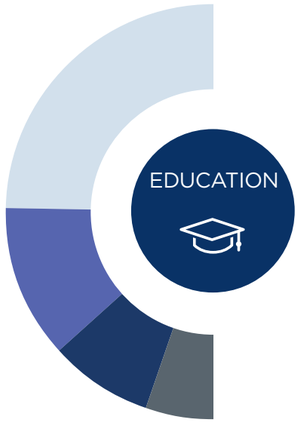
HUNGARY

43%

GENDER

57%

Secondary Education or below	49%
University, Professional or Vocational Certification	24%
University Degree	16%
Postgraduate, Doctorate or above	11%



41%	<900K (HUF)
29%	900 - 3.5M
13%	4.5 - 4.5K
16%	>4.5K

AGE

IRELAND

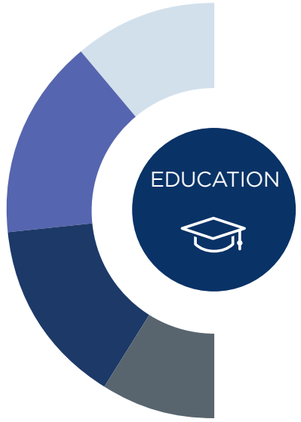
GENDER

36%

64%

EDUCATION

Secondary Education or below	22%
University, Professional or Vocational Certification	31%
University Degree	29%
Postgraduate, Doctorate or above	18%



INCOME

71%	<60K (EUR)
21%	60 - 100K
7%	100 - 300K
1%	>300K

AGE

ITALY

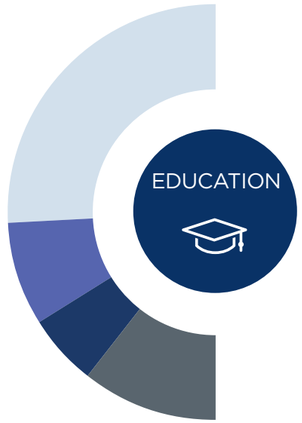
GENDER

49%

51%

EDUCATION

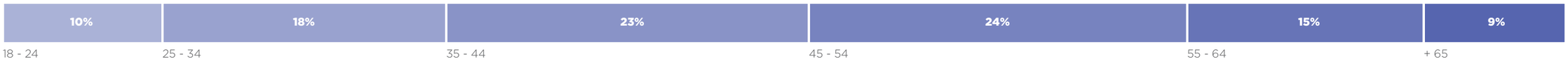
Secondary Education or below	51%
University, Professional or Vocational Certification	16%
University Degree	11%
Postgraduate, Doctorate or above	21%



INCOME

84%	<60K (EUR)
11%	60 - 100K
4%	100 - 300K
2%	>300K

AGE



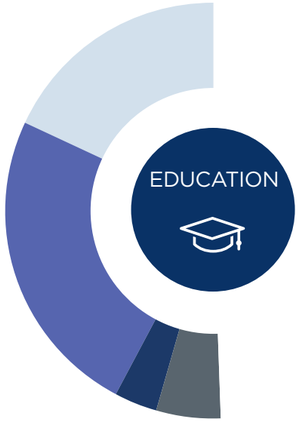
NETHERLANDS

49%

GENDER

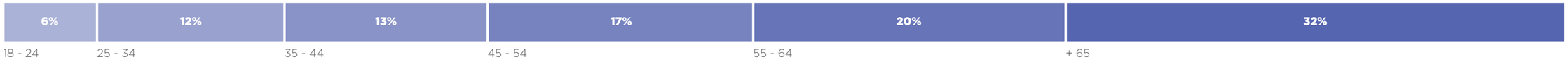
51%

Secondary Education or below	34%
University, Professional or Vocational Certification	49%
University Degree	7%
Postgraduate, Doctorate or above	10%



76%	<60K (EUR)
17%	60 - 100K
5%	100 - 300K
2%	>300K

AGE



NORWAY

52%

GENDER

48%

Secondary Education or below	36%
University, Professional or Vocational Certification	26%
University Degree	29%
Postgraduate, Doctorate or above	9%

37%	<400K (NOK)
42%	400 - 600K
18%	800 - 1.5M
3%	>1.5M

AGE

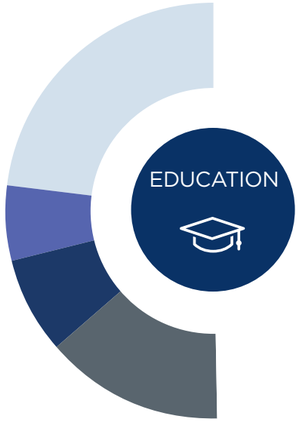
POLAND

41%

GENDER

59%

Secondary Education or below	46%
University, Professional or Vocational Certification	12%
University Degree	15%
Postgraduate, Doctorate or above	28%



53%	<60K (PLN)
18%	60 - 80K
15%	80 - 100K
14%	>100K

AGE

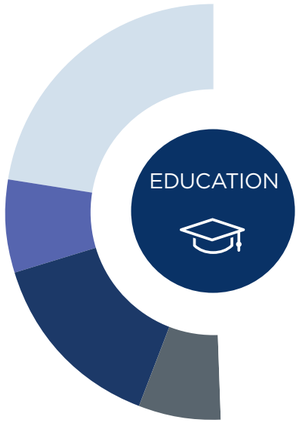
PORTUGAL

45%

GENDER

55%

Secondary Education or below	44%
University, Professional or Vocational Certification	15%
University Degree	29%
Postgraduate, Doctorate or above	13%



86%	<40K (EUR)
11%	40 - 70K
2%	70 - 100K
1%	>100K

AGE

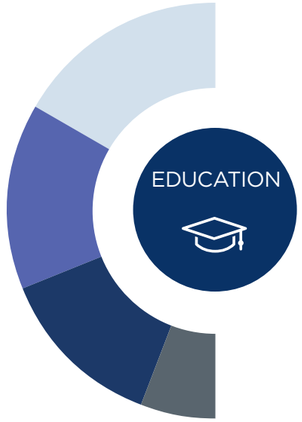
SOUTH AFRICA

43%

GENDER

57%

Secondary Education or below	33%
University, Professional or Vocational Certification	29%
University Degree	26%
Postgraduate, Doctorate or above	12%



38%	<30K (ZAR)
13%	30 - 80K
29%	80 - 250K
21%	>250K

AGE

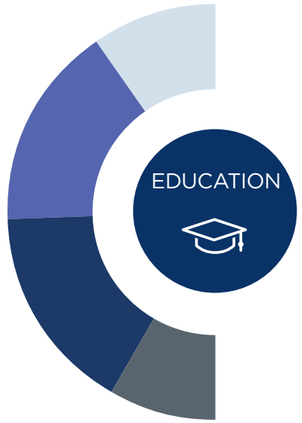
SPAIN

49%

GENDER

51%

Secondary Education or below	19%
University, Professional or Vocational Certification	32%
University Degree	32%
Postgraduate, Doctorate or above	17%



85%	<60K (EUR)
11%	60 - 100K
3%	100 - 300K
1%	>300K

AGE

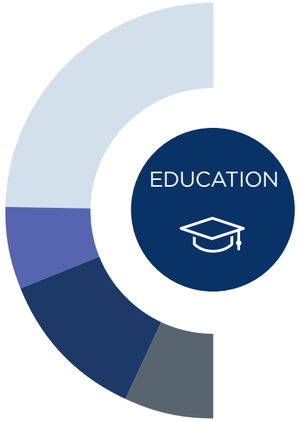
SWEDEN

50%

GENDER

50%

Secondary Education or below	49%
University, Professional or Vocational Certification	13%
University Degree	24%
Postgraduate, Doctorate or above	14%



53%	<400K (SEK)
36%	400 - 800K
8%	800 - 1M
3%	>1M

AGE

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	+ 65
9%	14%	16%	15%	18%	27%

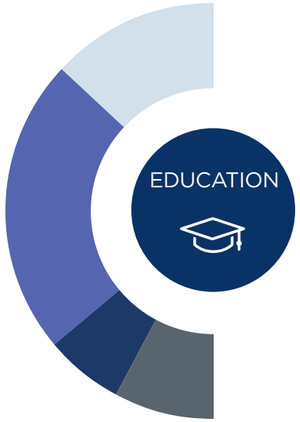
SWITZERLAND

50%

GENDER

50%

Secondary Education or below	26%
University, Professional or Vocational Certification	46%
University Degree	12%
Postgraduate, Doctorate or above	16%



57%	<80K (CHF)
32%	80 - 140K
6%	140 - 180K
5%	>180K

AGE

18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	+ 65
8%	17%	19%	19%	17%	20%

TURKEY

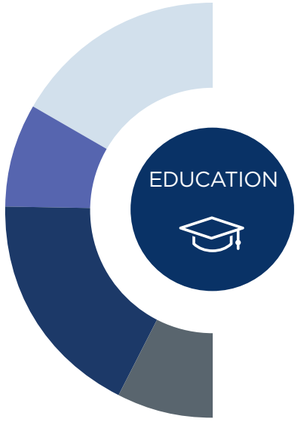
56%

GENDER

44%

Secondary Education or below	33%
University, Professional or Vocational Certification	16%
University Degree	36%
Postgraduate, Doctorate or above	15%

EDUCATION



INCOME

50%	<50K (TRY)
19%	50 - 100K
20%	100 - 200K
11%	>200K

AGE

UNITED ARAB EMIRATES

45%

GENDER

55%

Secondary Education or below	17%
University, Professional or Vocational Certification	15%
University Degree	34%
Postgraduate, Doctorate or above	34%

EDUCATION

INCOME

35%	<180K (AED)
17%	180 - 420K
13%	420 - 600K
35%	>600K

AGE

UNITED KINGDOM

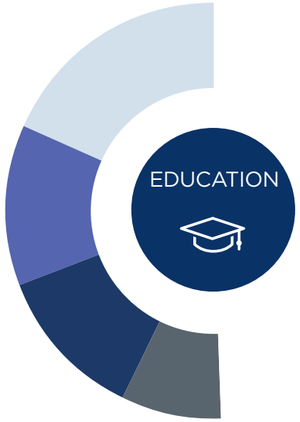
GENDER

48%

52%

EDUCATION

Secondary Education or below	37%
University, Professional or Vocational Certification	23%
University Degree	24%
Postgraduate, Doctorate or above	16%



INCOME

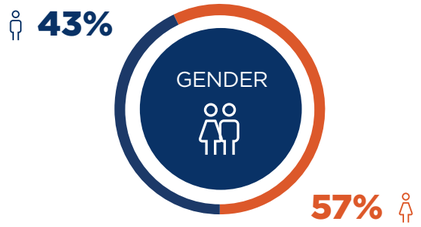
59%	<40K (GBP)
28%	80 - 80K
11%	80 - 200K
2%	>200K

AGE

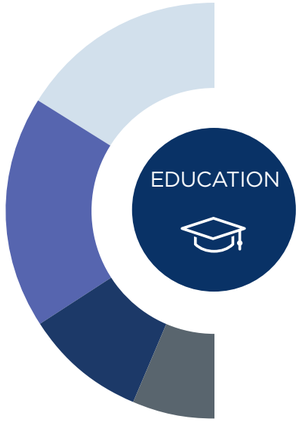
Panel Demographics By Country

APAC

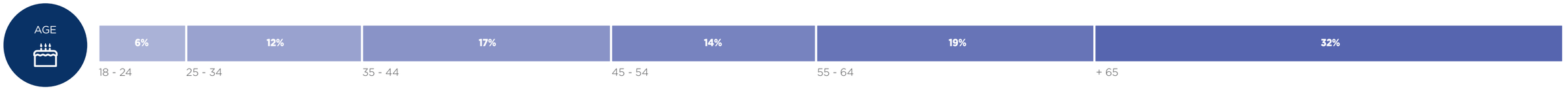
AUSTRALIA



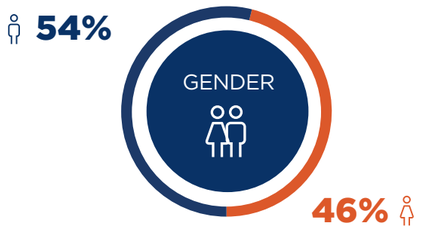
Secondary Education or below	32%
University, Professional or Vocational Certification	36%
University Degree	19%
Postgraduate, Doctorate or above	13%



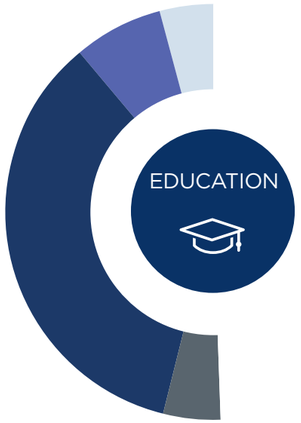
50%	<60K (AUD)
25%	60 - 100K
21%	100 - 200K
4%	>200K



CHINA

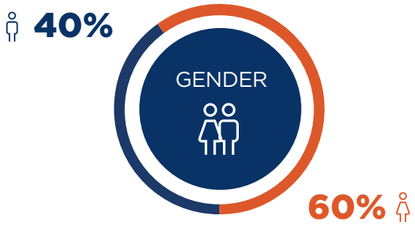


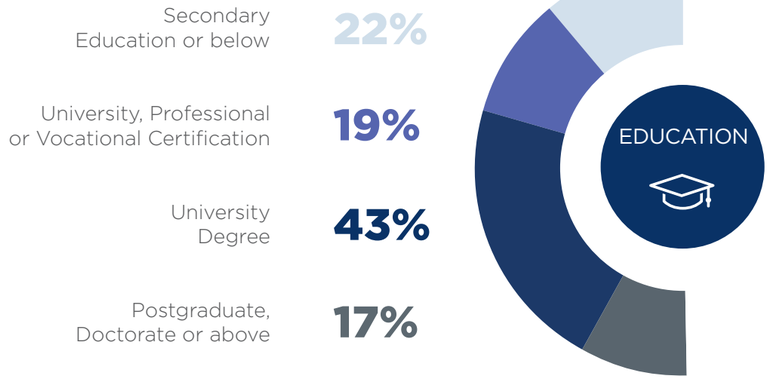
Secondary Education or below	9%
University, Professional or Vocational Certification	14%
University Degree	69%
Postgraduate, Doctorate or above	8%

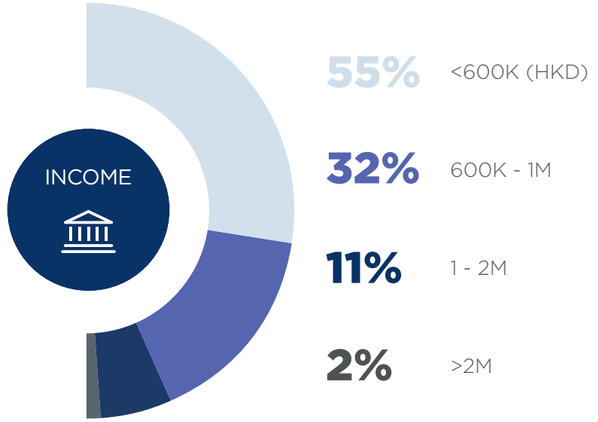


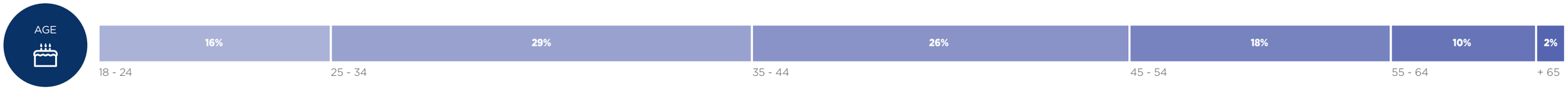
31%	<35K (CNY)
23%	35 - 100K
33%	100 - 250K
14%	>250K

HONG KONG

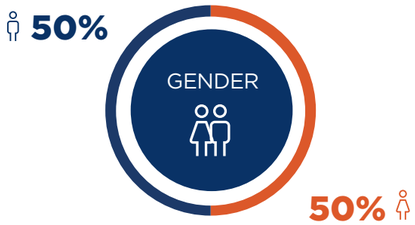


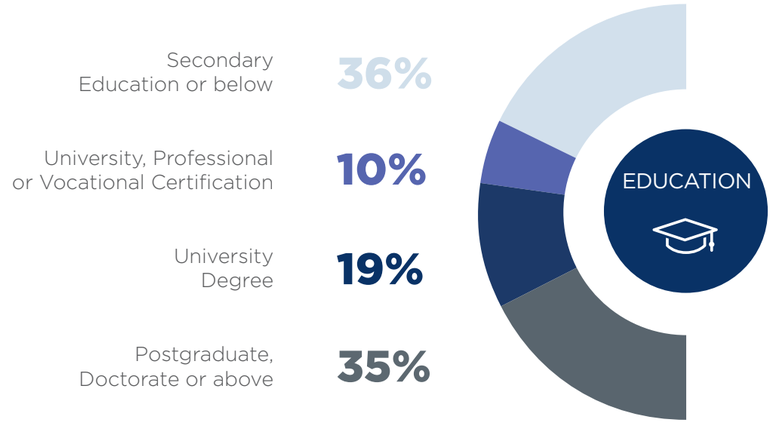


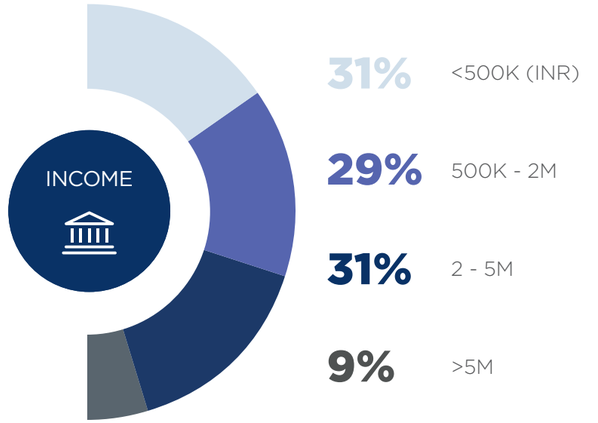


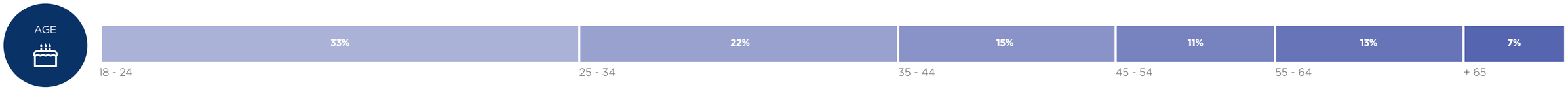


INDIA



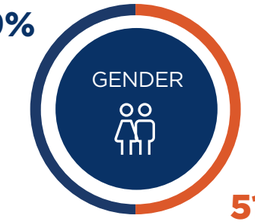






INDONESIA

49%



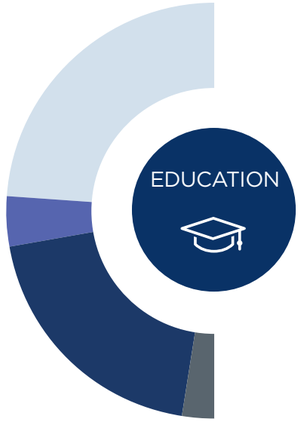
51%

Secondary Education or below **47%**

University, Professional or Vocational Certification **8%**

University Degree **39%**

Postgraduate, Doctorate or above **5%**



39% <30M (IDR)

31% 30 - 80M

22% 80 - 200M

8% >200M

AGE

JAPAN

58%

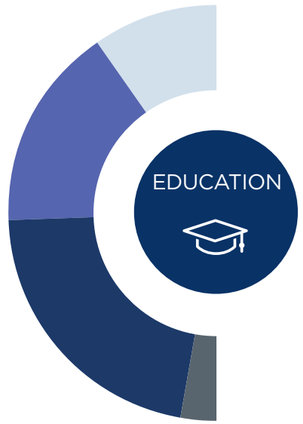
42%

Secondary Education or below **19%**

University, Professional or Vocational Certification **32%**

University Degree **43%**

Postgraduate, Doctorate or above **6%**



47% <5M (JPY)

39% 5 - 10M

8% 10 - 13M

6% >13M

AGE

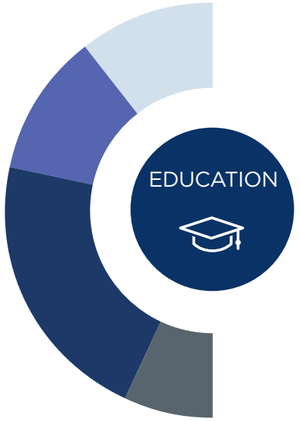
MALAYSIA

46%

GENDER

54%

Secondary Education or below	21%
University, Professional or Vocational Certification	22%
University Degree	43%
Postgraduate, Doctorate or above	14%



45%	<40K (MYR)
29%	40 - 80K
20%	80 - 150K
6%	>150K

AGE

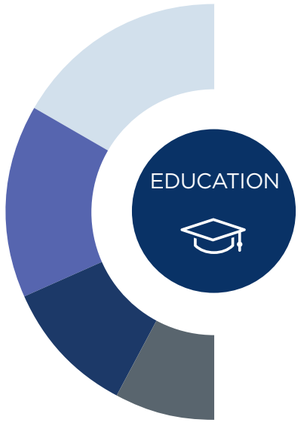
NEW ZEALAND

38%

GENDER

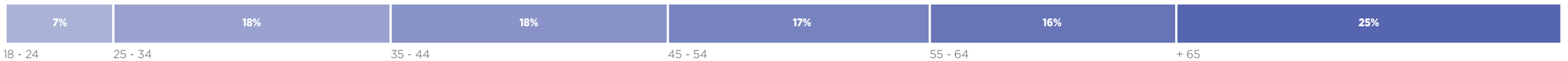
62%

Secondary Education or below	33%
University, Professional or Vocational Certification	30%
University Degree	21%
Postgraduate, Doctorate or above	16%



30%	<40K (NZD)
33%	40K - 80K
13%	80 - 100K
24%	>100K

AGE



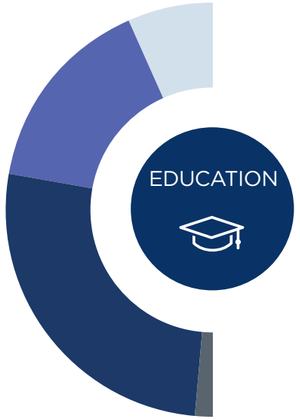
PHILIPPINES

35%

GENDER

65%

Secondary Education or below	13%
University, Professional or Vocational Certification	31%
University Degree	53%
Postgraduate, Doctorate or above	3%



62%	<250K (PHP)
24%	250 - 600K
9%	600K - 1M
5%	>1M

AGE

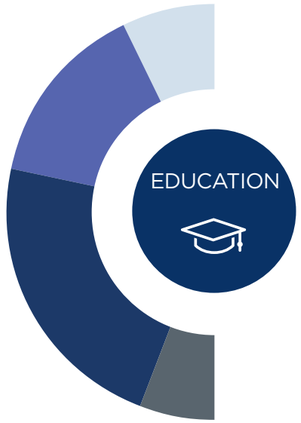
SINGAPORE

52%

GENDER

48%

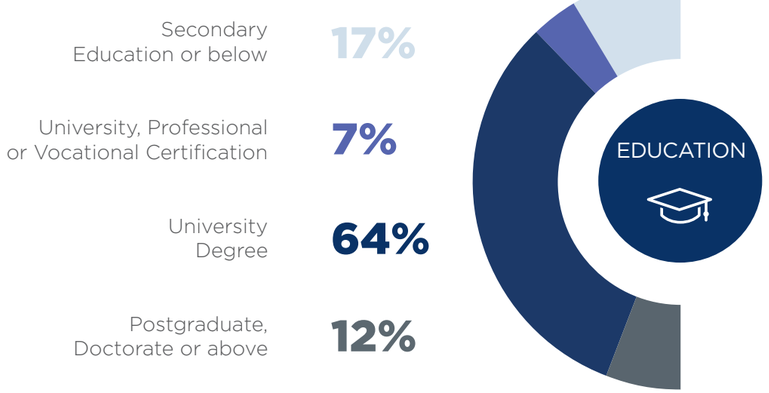
Secondary Education or below	14%
University, Professional or Vocational Certification	29%
University Degree	45%
Postgraduate, Doctorate or above	12%

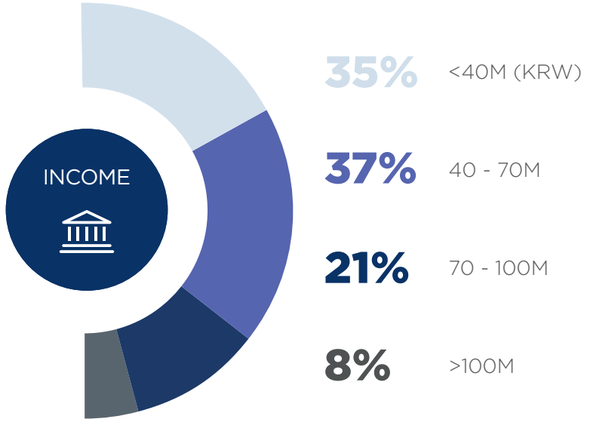


32%	<55K (SGD)
32%	55 - 100K
29%	100 - 200K
6%	>200K

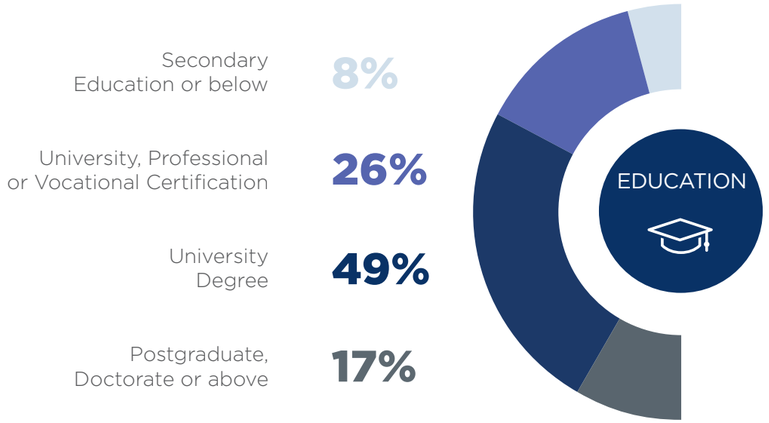
AGE

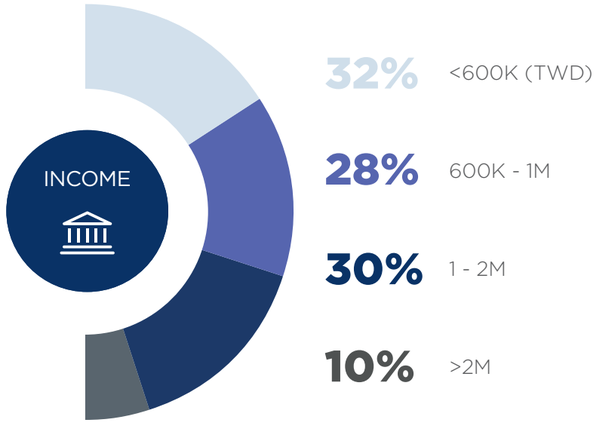
SOUTH KOREA





TAIWAN





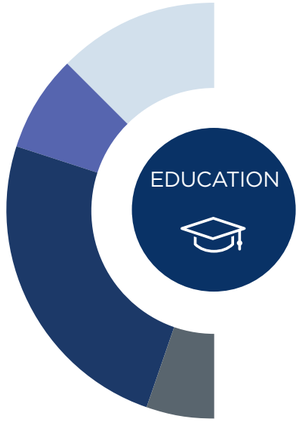
THAILAND

44%

GENDER

56%

Secondary Education or below	25%
University, Professional or Vocational Certification	15%
University Degree	49%
Postgraduate, Doctorate or above	11%



35%	<300K (TBH)
35%	300 - 800K
24%	800K - 1.5M
6%	>1.5M

AGE

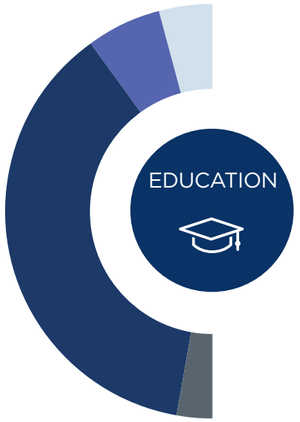
VIETNAM

52%

GENDER

48%

Secondary Education or below	8%
University, Professional or Vocational Certification	12%
University Degree	74%
Postgraduate, Doctorate or above	6%



36%	<84M (VND)
22%	84 - 156M
9%	156 - 180M
32%	>180M

AGE