dynata™

HOW WE HELP OUR CUSTOMER

RepTrak

Increased Operating Efficiencies and Speed to Insights to Enrich RepTrak's Reputation Intelligence Platform

RepTrak

PARTNERSHIP BENEFITS:

Quality data with global reach and scale

Increased operating efficiencies

Innovative end-to-end technology to simplify research

SUMMARY

The RepTrak Company™ is the world's leading reputation data and insights company, providing the only global platform for data-driven insights on Reputation, Brand, and ESG (environmental, social, and governance concerns). RepTrak delivers insights powered by machine learning, guidance from a deep bench of subject matter experts, and best practices from an unparalleled peer network to help companies protect their business value, improve their return on investment, and increase their positive impact on society.

By leveraging leading technology, Dynata provided access to high-quality fully-permissioned data – 62+ million panelists strong – helping RepTrak increase efficiency and speed to market to better serve clients.

PROBLEMS/CHALLENGES

With a large client base comprised of the world's leading companies, RepTrak's data needs are both broad and deep, prioritizing quality data and reach – and, perhaps most importantly, speed. RepTrak sought a flexible data partner who could deliver geographical reach and audience access, along with a cost-effective solution that could help automate their data collection needs.

CUSTOMER NEEDS:

Access to quality data with global reach and scale
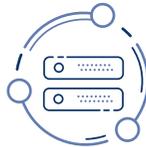
Implement an end-to-end project management solution to increase operational efficiencies

Free-up time for internal team to focus on value-added work

OUR SOLUTIONS

With the industry's largest fully-permissioned, first-party dataset, Dynata ensured that RepTrak would have access to more than 62 million consumer and B2B audiences, delivering the geographic reach, profile depth, and industry/audience scaling their clients demand to understand reputation.

RepTrak leveraged this partnership with Dynata – a partner capable of acting as a true extension of their team – to provide them the reach, scale and depth they need, with solutions that can support projects from start to finish, efficiently and effectively. This partnership enables RepTrak to extend its data collection efforts, to spend more time delivering valuable insights to their clients and drive revenue for the company.

Through Dynata's innovative offerings, the RepTrak team can access a wide range of solutions and services to simplify the research process, reduce the time gap between data and action, and increase efficiencies.

Now, operating in an innovative managed-service model, RepTrak's team can focus on delivering their products and services to clients, powered by high-quality data. This, in turn, enables RepTrak to deliver insights and guidance to clients that allow them to react to changing market conditions and opportunities. Dynata now manages all audience selection, survey scripting, and programming, by working collaboratively with RepTrak's team through a flexible work approach. This enables RepTrak to remain streamlined and focused on delivering high-quality results to their clients.

SOLUTION SUMMARY:

Access to the industry's largest high-quality dataset, with reach, depth & scale

Innovative, end-to-end technology to simplify research

Comprehensive management of data collection and delivery needs, freeing up internal teams to focus on more value-added work

RESULTS

Through this partnership, Dynata has become a trusted partner to, and member of, RepTrak's team. RepTrak is already seeing significant efficiency gains, better resource and manpower allocation, and more flexibility and efficiency in working with the Dynata team. This has enabled faster speed to market through accelerated project timelines, all with the added assurance that they have access to the industry's highest quality data, at scale.

CLIENT TESTIMONIAL

"We were looking for a trusted data partner we could rely on to accelerate speed to market. We needed the right data at the speed of business, as our clients depend on us to provide them with a holistic view of their business. This helps them make better decisions when it comes to their corporate reputation and communications strategy. Dynata delivered on these needs across all metrics, and as a true partner, brought forward innovative solutions and expertise powered by their high-quality data. This ensures that we help our clients compete and win in their marketplaces, with the reassurance that we have provided them the right insights at the right time."

- Mark Haseltine, Chief Product & Technology Officer, The RepTrak Company

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