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Three ways to optimize your data strategy and streamline operations

The market research industry is saturated with an overwhelming number of vendors, technologies, services, and products. On a single project, research professionals are often required to manage multiple partners, leverage several technologies, and build patchwork solutions combining new and legacy service vendors to address the increasing demand for quality, agile insights.

This lack of cohesion results in internal inefficiencies, reduced speed to market, project inconsistencies, and disorganization among teams and vendors. Therefore, market research professionals are continuously looking for comprehensive data solutions to streamline processes, minimize risk, and ensure data quality.

To help you maintain a competitive edge, decrease fragmentation, and drive greater value for your clients, Dynata created a private data marketplace: the only end-to-end, automated platform with seamless access to Dynata's first-party data, together with multiple data providers of your choice.

We explore three major benefits market research professionals should consider when evaluating the value of working with a private data marketplace:





Streamline operations to avoid redundant communications and increase efficiencies

Maintaining and optimizing relationships with suppliers of your choice, while avoiding the back-and-forth with each partner: If you work with multiple suppliers without the support of a private data marketplace, you're likely well-versed in the art of juggling email chains, aggregating bidding and feasibility reports, working with blended CPIs, and connecting all of your

suppliers on a single project. With a Private data marketplace, this balancing act can be avoided, along with redundant emails and manual communications.

Pre-bidding, feasibility, project set-up, fieldwork, launch, and closure can all be managed in one easy-to-access platform across all preferred data suppliers. This means one login, one point of contact, and one hub housing all data and project materials.

Although several data providers offer tools that allow you to blend data, very few are true, customizable private data marketplaces, as they only allow you to source sample from a predetermined list of suppliers. However, with a customizable private data marketplace, you can handpick your preferred data suppliers, while leveraging your organization's preferred pricing, service agreements, and rebates with each partner.

Working with a private data marketplace's centralized network should never affect quality expectations, billing processes, or longstanding relationships with any of your preferred partners.

Leverage multiple data suppliers, while only managing a single connection: If you are working with multiple data suppliers, but lack the time and resources to manage each relationship, a private data marketplace also allows you to leave technology management to the technology experts.

The right private data marketplace will manage all API upgrades and enhancements for each of your supplier networks, saving you time and money on developer resources. Your only responsibility is maintaining a single connection between you and your private data marketplace. This can be as simple as selecting the data suppliers you want access to, and allowing their experts to manage the tech.

2

Spend more time focusing on your value-add and less time on data collection

We could all use a little extra time in our work days. Leveraging a centralized private data marketplace creates more time to focus on what's most important to you: designing great research studies, analyzing findings, and generating actionable insights for your client.

Rather than disrupting your workflow or supplier relationships, a private data marketplace should fit into your current processes, but remove data collection and fieldwork from your team's to-do list.

Accurate, fully-permissioned, first-party data sets the foundation for quality insights, no matter how well-written a survey questionnaire might be. With a private data marketplace, data experts can manage sample, data collection, and fieldwork to ensure quality, while allowing you to focus on your top priorities.

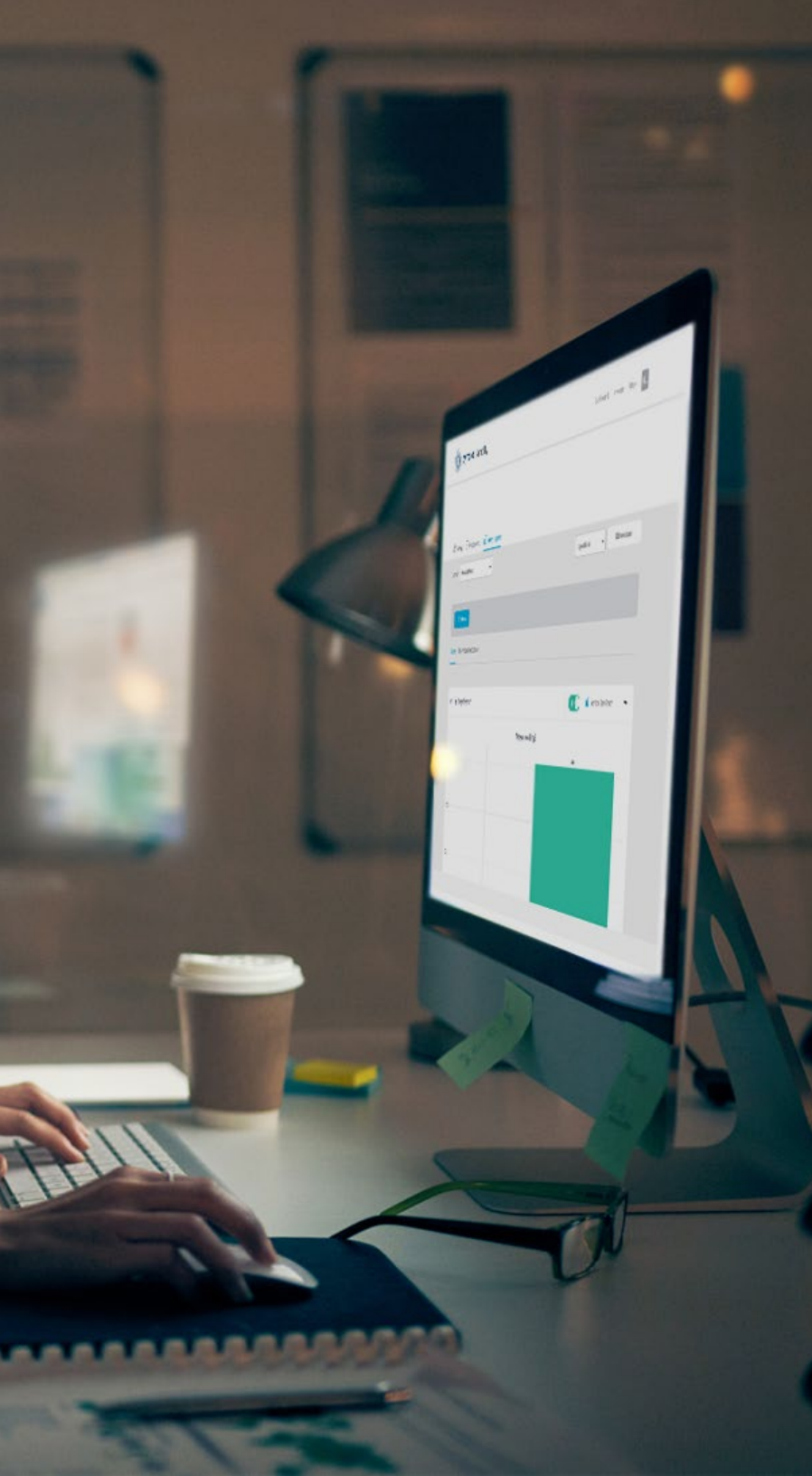
3

Improve the quality of your global data and increase trust in your insights

Because a private data marketplace allows you to leverage preferred data suppliers that you've worked with in the past, you can trust the value and quality of the data you receive.

Given that you have already tested this data in your research, you can be confident in its value. Your clients' quality expectations will not only be upheld, but exceeded, as you will have more time to analyze your data and package strategic insights.

In an open exchange, however, you are exposed to a list of suppliers that you may not have worked with in the past, so it is more difficult to trust data quality and value.



A private data marketplace is the best way to deliver on your vision, programmatically

Working with a private data marketplace allows you to execute against rate cards and processes already in place with your preferred network, increase efficiency to insights, and focus on your value-add.

Dynata Marketplace is the only private data marketplace in which you can access Dynata's global, first-party data alongside your customized supplier set. We do not charge fees or tolls to access your third-party supplier network, so there is no additional cost per complete when collecting this data.

To learn more about how **Dynata Marketplace** can help you optimize your data strategy, while streamlining operations, **[click here](#)**.



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