# AUTOMATED DATA VISUALIZATION

Easy and powerful data visualization and reporting for researchers and data analysts.

dynata™

## Transform any survey into meaningful insight.

Create seamless integration with all leading survey platforms and data formats for fast and easy uploads, data editing, and instant access to survey results.

Quickly find answers and tell your story with robust reporting features, automatic stat testing, charts and interactive dashboards.

Give clients and colleagues access to key findings and visuals in a secure, dynamic environment with no additional charges.

## WHY EASILY CREATE, EXPLORE AND SHARE. HERE'S HOW...

### Robust

survey data reporting and analysis tools that are easy to learn and use
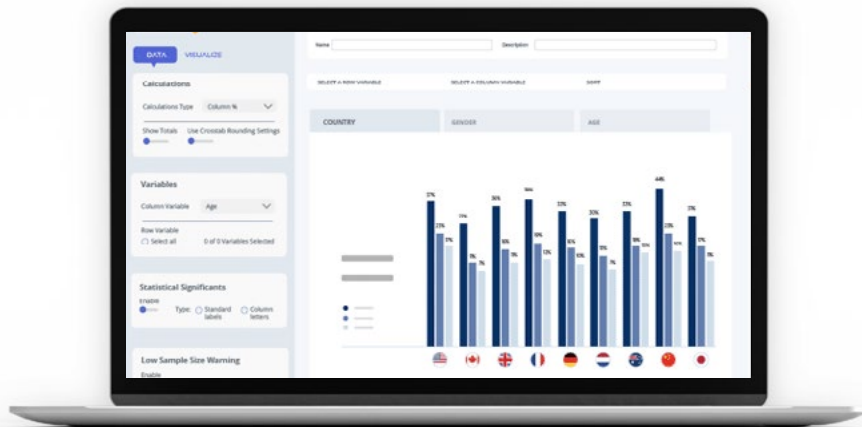
### Seamless

integration between survey platforms, applications and data formats

### Real-time

interactive dashboards so you can quickly see and tell your story

### Shareable

key findings to collaborate across enterprises and with clients for free

# LOADED WITH ROBUST FEATURES TO TACKLE THE MOST DIFFICULT REPORTS & ANALYSIS, YET EASY ENOUGH FOR THE NOVICE TO USE.

### Easy data uploads

Just click to upload any type of survey data, including all major formats, SPSS, SAS, Excel and Triple-S files. Or upload automatically using our DataSync feature or APIs.

### Direct dataset editing

Clean, edit or create new variables right within the dataset. A powerful, time-saving feature that you control so you'll never need to worry about unauthorized changes to your data.

### Rich crosstabs

Simple point and click to set up columns and rows, apply filters, compare variables, choose calculations, sort results and more. Robust for the hard-core analysts, but easy enough for a beginner.

### Stat testing

Find out statistical significance without doing a thing. Our automated stat testing is built right into your reports. You can spend more time analyzing results and identifying what matters.

### Data visualization

Easily create useful charts and visually convey key findings. You're in control of what data you want to explore. Our platform automatically updates your charts when new datasets are added.

### Easy export to PowerPoint & Excel

Save time by instantly exporting your charts and graphs into PowerPoint and Excel. Use your company's custom templates and work with native PowerPoint files for super easy editing.

### Interactive dashboards

Engage in the findings with real-time, interactive dashboards that visually display a collection of data results together for easier analysis. Access on any device and share with anyone.

### Share key findings – free!

Collaborate and share key findings with colleagues and clients at no additional cost. A secure, convenient place to access all your charts and analysis, anytime, anywhere.

## About Dynata

Dynata is the world's largest first-party data platform for insights, activation and measurement. With a reach that encompasses over 62 million consumers and business professionals globally, and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around its robust first-party data offering to bring the voice of the customer to the entire marketing continuum – from strategy, innovation, and branding to advertising, measurement, and optimization. Dynata serves more than 6,000 market research, media and advertising agencies, publishers, consulting and investment firms and corporate customers in North America, South America, Europe, and Asia-Pacific. Learn more at **www.dynata.com**

dynata.com