

A person with long brown hair in a yellow shirt is seen from behind, sitting at a desk. In front of them is a laptop displaying a mobile application design with various screens and a flowchart. The background is a blurred office setting with other people and desks.

CREATIVE & PRODUCT TESTING

Get quick insights to make every
creative and product decision
with confidence



Streamline and accelerate creative testing for better business decisions

Our platform provides an agile, cost-effective solution to help clients better understand their product and marketing effectiveness.

Creative testing

Our ad, copy and concept testing platform evaluates creative marketing communications and product development concepts to give you actionable insights.



DYNATA HAS THE SIMPLEST PLATFORM FOR QUICK SURVEY SET UP

Dynata provides the resources, tools and best practices that allow you to accelerate the survey creation process, giving you more time to focus on YOUR targets and strategy.

What types of creative does the platform manage?

Our platform works across various media and stimulus, including static images, storyboards, video and more.

Which methodologies does the platform use?

Our platform uses the classic copy testing and tracking methodologies adopted by 90% of the research industry. These methodologies have been updated to reflect the best of the latest new thinking on brands and advertising.

Which target audiences does the platform reach?

Preselect from demographically, behaviorally and attitudinally defined target audiences OR tell us your custom target and we will find them for you.

KEY BENEFITS



Simple

Quickly set up studies and receive results.



Fast

Submit your survey for results within 24 hours



Budget Conscious

Automates research processes so you get the savings



Expertise

Best in class research framework, question templates and benchmarks as context for your results





Customized

Tailor your target audience, your survey and your stimulus to match your objectives



Automated Results

Leverage automated data visualizations to easily share results with colleagues & clients



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



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