



The Ultimate Guide to Audience Activation

Leveraging Data-Driven Audiences for Precision Audience Targeting



Better Advertising Results Start with Identifying the Right Audience

According to traditional behavioral and demographic segmentation, Prince Charles and Ozzy Osbourne (the Prince of Darkness), are almost indistinguishable.

Both born in 1948, they are wealthy, self-employed, and spend a lot of time in London. They both enjoy travel, dogs, sports cars, fine wines, have children and have been married.

But you probably wouldn't want to send the same ad to both of them.

Capturing the attention of increasingly impatient audiences leaves brands with merely seconds to make an impact. Targeting the best audience to drive desired KPIs is key, but vast amounts of demographic and behavioral data doesn't automatically result in a relevant audience.

Custom surveys and insights have traditionally provided this missing data element, but integrating these insights can be costly, time consuming, limited by cookie access and subject to human error.

Now, using Dynata's transparent data science, machine learning (ML) and artificial intelligence (AI), you can transform market research insights into audiences at scale, quickly powering accurate, finely segmented audience targeting.



Transforming Insights into Actionable Audiences

Making sure your advertising reaches the right audience — and resonates with it — is a fundamental component of success in an advertising campaign. But this can be difficult, especially as data privacy concerns and regulations make it harder to tailor marketing messages and delivery.

What does Audience Activation do?

Dynata's people-based survey data enables cookieless audience modeling that builds custom segments at scale and delivers them to ad tech, media & agency partners for use in targeted marketing and advertising campaigns.

This allows brands and advertisers to create specifically unique audiences derived from consumer research, marketing and brand efforts, which drive highly efficient campaigns that improve lifecycle marketing performance and grow the brand.

What are the advantages of first-party data for Audience Activation?

Custom audiences can be generated from attitudes, behaviors and opinions — not just demographics. This ensures your segments not only are highly targeted and refined, but also include the motivations behind purchase intent. By understanding the 'why,' Audience Activation delivers insights that help you reach audiences who are positively inclined toward your product or brand vs. simply delivering an audience based solely on previous purchase behavior.

How are insights transformed for activation?

Proprietary high-precision predictive modeling scales survey response data and insights into large, addressable audiences that are delivered to a client's media partner of choice. When activated in a campaign, these custom segments deliver improved conversion and increased campaign ROI.

Customized Solutions for Custom Audience Creation

Brands and advertisers can vary their levels of audience customization based on campaign timelines, media budget and audience targeting needs.



CUSTOM AUDIENCES

Use Your Market Research Data

Fully scaled, privacy-compliant audiences from your market research data, delivered to a variety of online and offline media platforms, exchanges and publishers

Dynata's unique transparent approach to modeling guarantees addressable audience segments before you purchase



CONNECTED-DATA CUSTOM AUDIENCES

Use Your Market Research Data — and Your CRM Data

Dynata's Connected Data solutions bring your CRM data together with your survey response data to take your custom audience creation and activation even further for the most advanced customized targeting.



SYNDICATED AUDIENCES

Use Dynata Data

Immediate and affordable access to the highest-quality brand and consumer data available as audiences for activation

1,200+ high-quality audience segments ideal for precision campaigns that can be activated quickly to meet the most demanding of campaign timelines

KEY BENEFITS OF AUDIENCE ACTIVATION

- ✓ Enables frictionless activation of custom audiences built directly from proprietary survey research and insights
- ✓ Makes mission-critical insights immediately actionable
- ✓ Reduces marketing waste, improves customer conversion and increases campaign ROI

WHO DOES AUDIENCE ACTIVATION HELP?

- BRAND MARKETING
- DIGITAL MARKETING, MEDIA & ACTIVATION
- MEDIA BUYERS
- AD PLANNERS

WHAT AUDIENCE INSIGHTS ARE DELIVERED?

- ✓ Who is in my target audience?
- ✓ How can I reach my target audience?
- ✓ How many people are in my target audience?
- ✓ What is my target audience's demographic, financial, behavioral and interest profile?



LEVERAGE IN-HOUSE MARKET RESEARCH FOR UNIQUE CUSTOM AUDIENCES

Better audience targeting starts with better data. In a matter of hours, Dynata transforms your mission-critical market research insights into people-based, custom audiences for more effective campaign activation.

BENEFITS

Converts custom research into custom addressable audiences for targeted marketing, media and advertising campaigns

Enables frictionless execution of custom audiences derived directly from custom research

DELIVERABLES

Fully scaled, privacy-compliant audiences delivered to a variety of media platforms, exchanges and publishers

WHAT QUESTIONS DOES IT ANSWER?



Who is in my target audience?

Where is my target audience located?

How many people are in my target audience?

How do I describe and reach my target audience?

ENRICH EXISTING AUDIENCES BY CONNECTING MARKET RESEARCH WITH INTERNAL CRM DATA

Dynata's Connected Data solutions can bring together your CRM data and your survey-response data to elevate your audience creation and activation to the most advanced customized targeting.

By frictionlessly combining your CRM data and first-party insights from market research, creative testing and brand tracking data, you can discover and target new, high-value audience segments in your marketing campaigns for maximum enterprise impact.

BENEFITS

Enables frictionless extension of CRM profiles, attributes, and segmentation schema to the entire Dynata panel

Enables execution of Dynata's unbiased survey research among a larger sample of actual and lookalike CRM customers

Increases the ROI of CRM program investment

DELIVERABLES

Fully scaled, privacy-compliant audiences delivered to a variety of media platforms, exchanges and publishers that reflect your current client base.

WHAT QUESTIONS DOES IT ANSWER?



Where can I find additional audience members that reflect my current customer base?

LEVERAGE UNIQUE & PRECISE AUDIENCES CURATED FROM DYNATA'S ROBUST FIRST-PARTY PANEL

For brands without in-market research projects or those that need cost-effective yet unique audience segments, Dynata's Syndicated Audiences provide the precision you need to achieve better advertising outcomes, cost-effectively.

Our robust people-based audiences use data collected from Dynata's first-party panel as the audience seed data, capturing rich insights on consumer attitudes and behaviors, brand and product purchases, media, and entertainment preferences, and much more.

The result? 1,200+ high-quality audience segments ideal for precision campaigns of local, regional or national reach that can be activated quickly to meet the most demanding of campaign timelines.

Segments are available on Adobe, Aperture, Cadent, Eyeota, DV360, Facebook, Freewheel, LiveRamp, MadHive, Publica, SpotX, and The Trade Desk — plus, they can be accessed in more destinations via LiveRamp and Cadent.

BENEFITS

Immediate and affordable access to the highest-quality brand and consumer data available as audiences for

Source data and audience modeling refreshed regularly to maintain accuracy, precision and relevance – No custom survey work required!

Certified by Neutronian for exception data quality and accuracy

DELIVERABLES

Fully scaled, privacy-compliant audiences delivered to a variety of media platforms, exchanges and publishers

WHAT QUESTIONS DOES IT ANSWER?



How can I reach consumers with a specific behavioral or attitudinal profile at scale?

THE AUDIENCE CREATION AND ACTIVATION PROCESS: A STEP-BY-STEP GUIDE

Dynata's robust first-party panel powers audience activation at scale, effortlessly and without friction. The process to model, scale and activate brand survey response data and market research insights is fast and connects seamlessly with Ad tech, media & agency platforms.

1

FIELD SURVEY

A balanced, random sample of consumers are selected to receive a survey from Dynata's proprietary first-party connected panelists.

2

CONDUCT ANALYSIS

Survey responses are analyzed to reveal insights to help identify the target consumers.

3

IDENTIFY SEED DATA

Seed data is identified and shared for key target consumer groups.

4

BUILD MODEL

Using the seed data, a custom model is built to predict which consumers within the total population are likely to share the same target characteristics.

5

SCALE AUDIENCE

The resulting model is used to score Dynata's census-level consumer file to identify individuals with the highest probability of belonging to the custom target audience.

6

PROFILE AUDIENCE

The resulting audience is profiled to quantify the market size, unique characteristics, geographic location and likelihood of conversion.

2

ACTIVATE CAMPAIGN

The campaign is executed across digital, social, mobile, TV, email or direct-mail channels, targeting the resulting audience. Audiences are generally available within 3-7 business days.

Getting Started with Audience Activation

Data-driven marketing isn't a new concept, but many marketers are new to the many untapped ways data can be used to improve their advertising results.

Dynata's approach to audience activation unlocks the fundamental components that drive successful marketing campaigns. Dynata's in-depth profile data allows you to reveal important insights and create the right audience — even when it is unique or niche — and activate them, transforming insights into audiences to power targeted campaign efforts quickly and effectively.

Connect with us to learn how we can transform your audience insights into targetable segments for campaign activation in real-time and at scale.

About Dynata

Dynata is the world's largest first-party data platform for insights, activation and measurement. With a reach that encompasses nearly 70 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

