

Understanding Audience Activation: A Guide to Common Terms



MARKET RESEARCH

The collection of permissioned first-party data, brand tracking against B2B and B2C audiences and creative testing to enrich actionable insights for marketing campaigns, products and target segments.



PANEL

Globally sourced samples of diverse, hard-to-reach and unique population segments that are recruited into one of Dynata's three sectors: Loyalty, Organic, Open Enrollment and Partnerships, or Respondent Exchange Network.



FIRST-PARTY DATA

High-quality, permissioned primary data on a diverse, unique and vetted population set, collected from various panel sources for use in forming target audiences and driving market insights.



CRM/CRM DATA

Customer Relationship Management (CRM) is a tool to collect customer data and analyze client profiles to build a customized and optimized approach. Dynata pairs CRM data with Dynata Panel data to further align, enhance and streamline information for custom audience segments.



AUDIENCE ACTIVATION

The use of Dynata first-party permissioned panel data, existing market research data and connected CRM data to provide research and insights on targeted segments for effective marketing and increased overall ROI.



AUDIENCE SEGMENT

A customized division of individuals who share similar traits, chosen based off of various parameters a customer or brand is looking to promote a targeted campaign within. Dynata audience segments are created from existing market research or Dynata first-party permissioned panel data.



REACHABLE AUDIENCE

An audience group that is available to receive targeted marketing, brand, product, or survey content and is responsive, genuine and unique in their responses.



TARGET AUDIENCE

A chosen subset of the audience segment that is pinpointed to be the most receptive to a marketing campaign, product or brand based off of primary first-party data research, which guarantees the highest ROI.



SYNDICATED AUDIENCE

Precision audience subsets, available immediately for activation, curated from high-quality brand and consumer data.



PRIVACY COMPLIANCE

Careful and responsive action toward abiding by laws, regulations, and codes surrounding data collection, storage and distribution. Read more about our specific Privacy Policy [here](#).

Connect with a Dynata expert today to learn more about audience activation!

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About Dynata

Dynata is the world's largest first-party data company 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 uncovering insights to activating campaigns and measuring cross-channel marketing ROI. 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.