



# The Dynata Brand Tracker Advantage

Elevate your tracker data beyond standard insights, by leveraging the world's largest first-party data source.

Dynata delivers the data quality, scale, and consistency that is key to a successful brand tracker. We also offer robust analytics tools to reduce the time and effort needed to produce richer metrics that help you understand the story of your brand. Our powerful combination of expertise and innovation enables you to rapidly adapt your marketing and brand strategies.



## BENEFITS OF WORKING WITH DYNATA INCLUDE:

### **RICHER DATA**

Gain a deeper view of your brand health by integrating your sales, CRM or media data with Dynata's proprietary panel library, our industry-leading third-party partner data and exclusive tagging technology.

### **SPEED TO INSIGHTS**

Reduce time between data collection and insights with Dynata's rapid insights and advanced analytics tools, which provide intuitive metrics and deliverables, enabling you to adapt your marketing and brand strategies in an ever-shifting market.

### **COLLABORATIVE SERVICE MODEL**

Our advanced analytics offerings coupled with an expert team of researchers and data scientists stand ready to support your specific project needs and provide intuitive metrics and deliverables.

## SEAMLESSLY TRANSITION YOUR TRACKER DATA

With Dynata's Tracker Transition Program, you can better anticipate and manage changes in data trends caused by switching to a new sample source. Dynata uses sample blends and/or mathematical calibrations to align past and future data to assure the long-term usability and sustainability of your tracker. This alignment of historical and Dynata data ensures your tracker data story carries on — **without disruption.**



### INSTANT TOPLINE

Delivers an automatically generated report of statistically significant changes between study waves — at the same time as crosstab delivery — allowing you to identify key insights instantly.



### ATTRIBUTE DRIVERS

Illuminate which brand messaging has the highest probability of increasing your KPIs — and by how much — allowing you to gain more insights from the data you're already collecting.



### PERFORMANCE OPTIMIZER

Uses time-series analysis to understand brand-equity trends over time — and deviations from those trends — as well as gauging your future performance against expectations.



### DYNATA BRAND VALUE INDEX (DBVI)

Predicts brand-usage share — among other funnel metrics — based on an empirically derived attribute set, illustrating how brands perform relative to one another and to expectations.