



**dynata**<sup>™</sup>

# HOW WE HELP OUR CUSTOMER

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**Hall & Partners**

# Powering a New Blueprint for Research & Insights for Hall & Partners

Hall & Partners

## CUSTOMER RECEIVED:



Business transformation enabled by a new approach to research & insights.



Operational efficiencies to stretch budgets and resources further.



Greater agility in research & decision making, focusing on client delivery.



Automated insights capability for improved data visualization & storytelling.

## **Dynata Insights Platform unlocks operational efficiencies, accelerating insights to market and enabling business transformation.**

### PROBLEM/CHALLENGE

As the speed of business and rapid changes in consumer behaviors and attitudes continue to accelerate, market researchers are challenged to adopt a new research model that can keep pace in this consumer-led era. Hall & Partners, one of the world's leading strategic brand consultancies, was seeking a data and insights solution partner to help them establish that new blueprint to power The Hub, its proprietary data visualization and storytelling platform. The Hub facilitates robust data visualization, data integration and storytelling, paired with best-in-class expertise that brings data to life and turns insights into action.

At the heart of the choice was a focus on transformation, enabled by both operational efficiencies and high-quality connected data. Doing away with traditional processes, outdated structures and lengthy timescales associated with data, research and insights would allow Hall & Partners to focus more of their efforts advising and inspiring their clients with world-class insights.

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## SOLUTIONS

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Hall & Partners selected Dynata for its high-quality data, proven expertise and partnership model, and the Dynata Insights Platform, a revolutionary all-in-one solution that automates every step of the marketing continuum. Dynata's innovative technology allows Hall & Partners to connect data to insights and insights to action in one place with audience selection, connected data, surveying and campaign activation and optimization capabilities. Those insights are then extended into The Hub for visualization and storytelling, leveraging automation for time-and-resource-intensive-data and research steps, enabling faster delivery insights to their clients for action.

That automation ensures Hall & Partners has access to the right audiences for their clients, and can quickly move to creating and conducting surveys, analyzing the results, to identify opportunities to create and optimize campaigns for their clients. With the "plug & play" capabilities in the Dynata Insights Platform, Hall & Partners will expand operational efficiencies, increase speed to insights and automate processes (such as sampling, survey creation, scripting and data analytics and visualization). Hall & Partners can benefit from templated surveys and data processing functionality, drastically reducing time-to-field and time-to-insight. In addition to this, Dynata's API provides hub-ready data in the platform with a single log-on and a simple user experience across a powerful software suite. To create further operational efficiencies, Dynata's reporting and visualization offering delivered an automated way to update charts within The Hub saving significant time and resources. Their research team is able to take the insights from those steps and quickly stream them into The Hub, ensuring that they can focus on impactful revenue-generating client-facing work.

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## ADVANTAGES OF CHOOSING DYNATA

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**Global scale and rich depth  
of fully-permissioned  
first-party data.**



**Innovative technology  
for automation,  
analysis and reporting.**



**Integrated and automated  
digital user workflow.**



**A connected seamless  
insights experience on  
one central platform.**

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## RESULTS

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The results of this transformational partnership will have a significant impact on the way that Hall & Partners operates and the service they provide their clients. Hall & Partners estimates that they can decrease time spent for data collection from 60% today to 10% in 2022, while data connection time is estimated to increase from 30% today to 40%. It is forecasted that through this partnership with Dynata, Hall & Partners will have the ability to increase time spent advising and delivering insights to clients to inspire business decisions, from 10% today, to 50% by 2022.

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## CLIENT TESTIMONIAL

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“In this unprecedented year of 2020, we’ve all been challenged to understand and react to consumer changes in real-time, heightening the need for rapid, data-led, actionable insights. Our new transformational collaboration with Dynata, a long-standing partner, allows us to deliver to our clients an inspirational model fit for today’s world, accelerating insights and making them actionable. This new blueprint, enabled by our relationship with Dynata, will play an important role in helping brands to react and respond to consumers, identifying growth and transformation opportunities that lead to revenue.”

- Vanella Jackson, Global CEO of Hall & Partners