



EXCLUSIVE GUIDE

Connecting Data Sources to Improve Research Insights & Unlock New Opportunities

As companies continue to seek rich sources of data to eliminate knowledge gaps, and maximize the effectiveness of research programs, an existing resource is often overlooked. This data source is your own CRM database, which is a valuable and vast supply of proprietary customer and prospect data.

When existing CRM data is paired with Dynata's high-quality, first-party data, new insights are unlocked; and you now have the ability to merge, compare and match these data sets against one another, highlighting gaps, new opportunities and new trends. With Dynata's Connected Data solutions, deeper and more actionable insights are uncovered that can be used to better serve your prospects, customers, consumers and partners, for countless projects.

HOW IT WORKS:

- CRM Data is matched against Dynata's Panel Database in a secure environment
- Using selected data fields in CRM, your in-house research team or market research agency is able to uncover new insights and



EXAMPLE USE CASES:

- Identify new target audiences
- Uncover new markets and unknown consumer needs
- Find gaps in your current offerings
- Connect POS data to research data to identify sales trends and predict future buying behavior

trends, construct research objectives and identify new audiences and further segment existing audiences

- Dynata conducts blind survey research on the defined target audiences and then survey results are the connected back to the person records in the CRM Database
- Using the enriched data, you can integrate the new, advanced insights into your findings and your research project objectives

LEARN MORE

Learn more about Dynata Connected Data Solutions

- **Speak to an Expert**
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