



OVERNIGHT INSIGHTS

On-demand, fully automated quick-turn research solution.



There is an ever-increasing demand for insights at the speed of business, and the need for faster, more agile and granular insights for better decision-making.

Overnight Insights allows your organization to answer critical questions as needed throughout your week, with seamless integration into the Dynata Insights platform. Our automated system handles the fielding, data collection and reporting, creating insights delivered within 24 hours, to help you make better business decisions, faster.

WHY OVERNIGHT INSIGHTS?

Reach & Scale

Leverages Dynata's first-party data platform with a reach that encompasses over 62 million consumers and business professionals globally

Quick-turn

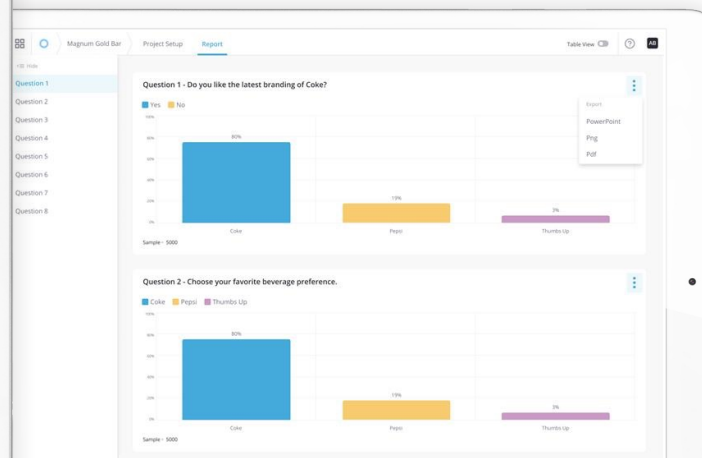
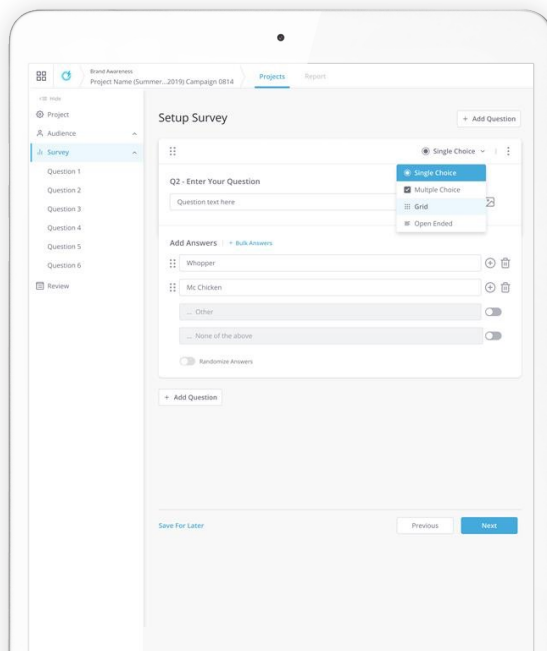
Insights are delivered within 24 hours

Efficient Setup & Real-time Reporting

Efficient point-and-click question set-up with real-time automated reporting as respondents answer your questions

DIY & On-demand

DIY Projects can be completed on an as-needed basis with this annual subscription



HOW DOES IT WORK?



Audiences

Select the size of your audience from our highly-profiled panel of consumers who are ready and engaged to complete surveys



Surveys

Design, edit, preview and test your survey using the point-and-click automated programming tool



Answers

Answer all of your questions with instantly-generated automated reporting

STANDARD DEMOGRAPHICS ARE ALSO INCLUDED WITH EVERY OVERNIGHT STUDY.

If you're looking to run a study with faster, more agile insights for more effective business decision making, the simple annual subscription of Overnight Insights could be the complementary solution you need.

REQUEST A DEMO AT [DYNATA.COM/OVERNIGHTINSIGHTS](https://dynata.com/overnightinsights)

or **email us at info@dynata.com** to learn more.

About Dynata

Dynata is the world's largest first-party data platform for insights, activation and measurement. With a reach that encompasses over 62 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

