



**Measure and optimize  
your cross-channel  
campaigns to  
improve your  
marketing ROI**





Dynata partners with brands and media agencies across the world to help them connect with their target audiences, test advertising creative executions, measure and optimize cross-channels campaigns.

We enable our clients to leverage the power of our first-party data to optimize their marketing ROI.





WHAT IS MY IDEAL **TARGET AUDIENCE** FOR MY MEDIA?

WILL MY CREATIVE **RESONATE** WITH MY TARGET AUDIENCE? HOW CAN I **OPTIMIZE** IT?

HOW CAN I MOST EFFECTIVELY **TARGET** MY **MEDIA** TO MY AUDIENCE?

ARE MY ADS DRIVING **DESIRED KPIS?**

AM I ACCURATELY MEASURING ACROSS **ALL CHANNELS?**

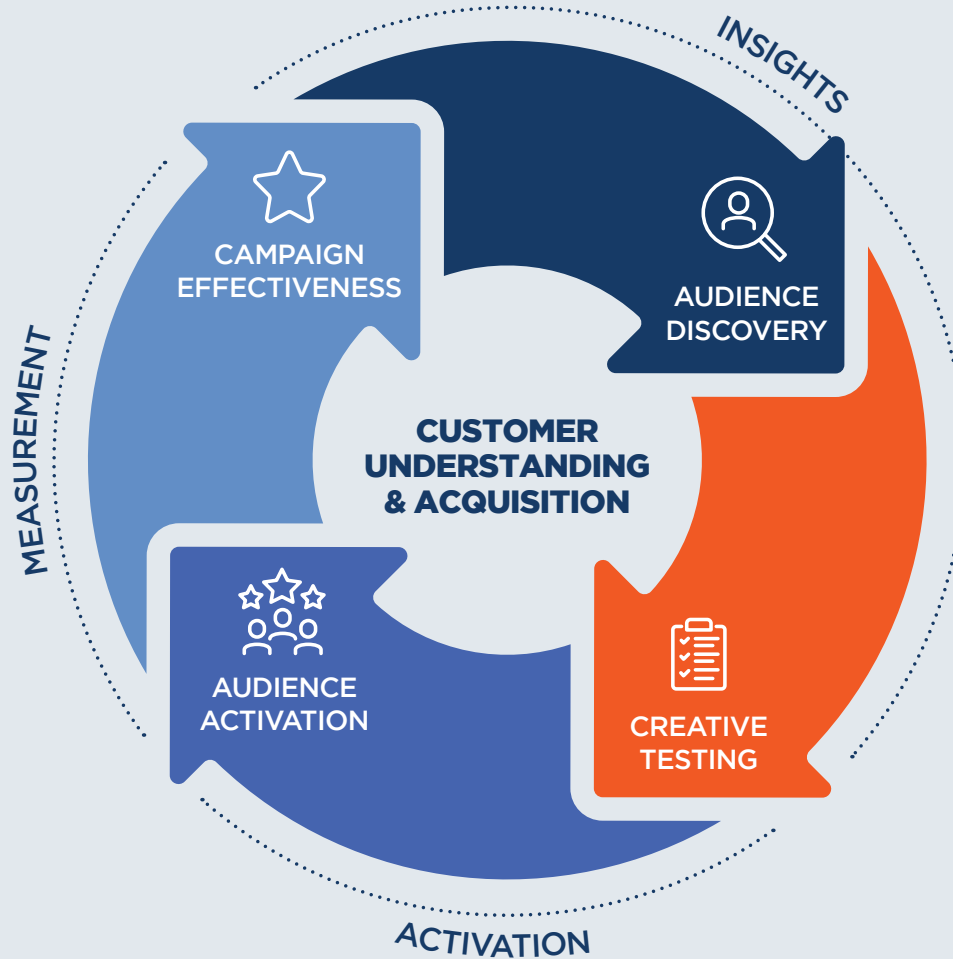
We provide the answers to these critical questions.  
**Find out how!**





# Powering Growth beyond Traditional Insights

As the world's largest first-party data for insights, activation and measurement, we enable you to make better, faster decisions at each step of the marketing lifecycle.





By activating and optimizing your advertising campaigns, we help you:



**ACHIEVE A DEEPER  
UNDERSTANDING  
OF YOUR EXISTING  
CUSTOMERS**



**ATTRACT NEW  
CUSTOMERS AMONG  
YOUR TARGET  
AUDIENCE**

# Leveraging Dynata's Partnerships to action data more effectively

Data connectivity is at the heart of what we do. By leveraging our partnerships in the media and advertising space, we can **connect data sources seamlessly** to help you get more ROI out of your data ecosystem.

## AUDIENCE DISCOVERY

Inform media planning tools for:

WPP



OmnicomGroup

dentsu



## AUDIENCE ACTIVATION

Purchase Dynata audiences and activate them via:

/LiveRamp



neustar



## CAMPAIGN EFFECTIVENESS

Measure upper funnel impact in partnership with:



WPP



verizon✓

dentsu

iSpot.tv



SAMBA TV




amazon



OmnicomGroup







## Bridging the Gap between your Research Data and your Media Planning and Buying

We help you **break down potential data silos** across your different teams and partners, adding further value to programmatic buying by connecting our first-party, permissioned attitudinal data from engaged consumers.

We enable you to **close the loop from research to results** – and power your decision-making process with clarity and confidence.

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INSIGHTS &  
RESEARCH  
TEAMS



DYNATA  
AUDIENCE  
ACTIVATION



ADVERTISER/  
MEDIA BUYING  
TEAMS

# Audience Discovery

## Understand your Target Audience and the Size of your Market

With a global panel of 70 million consumers and business professionals profiled against 2,700 attributes, we are in a unique position to provide you with a **holistic view** of your market and potential customers based on their **motivations** – not just their demographics.

We can tell you **where** and **how** to connect, engage and speak with your target audience in a way that resonates.

WHO IS MY TARGET AUDIENCE?

WHERE CAN I FIND THEM?

HOW DO THEY SPEND THEIR TIME?

WHAT MEDIA CHANNELS DO THEY USE?

WHAT MOTIVATES THEM?





# Creative Testing

Improve your Ad Performance to Strengthen your Brand Equity

Our proven and award-winning pre-testing solution makes your multi-channel advertising perform better both in the short- and long-term.

Dynata uses **proprietary memory-based techniques** to test your advertising across any channel, format, or stage of completion.

Our unique diagnostic measures provide clear recommendations on how to improve attention, branding and motivation.

**CREATIVE QUALITY HAS THE BIGGEST IMPACT ON CAMPAIGN SUCCESS, CONTRIBUTING TO:**



OUR VALIDATED APPROACH ADDRESSES  
**3 KEY QUESTIONS  
ABOUT YOUR ADVERTISING**



WHICH AD  
WOULD  
BE MOST  
EFFECTIVE?



HOW CAN MY  
CREATIVE BE  
MADE MORE  
EFFECTIVE?



HOW CAN I MAKE  
MY FUTURE  
ADVERTISING  
STRONGER?

# Audience Activation

## Drive Better Campaign Results with Audience Segments

How custom attitudinal research and audience activation work to support acquisition, retention, and growth:

- 1

RESEARCH

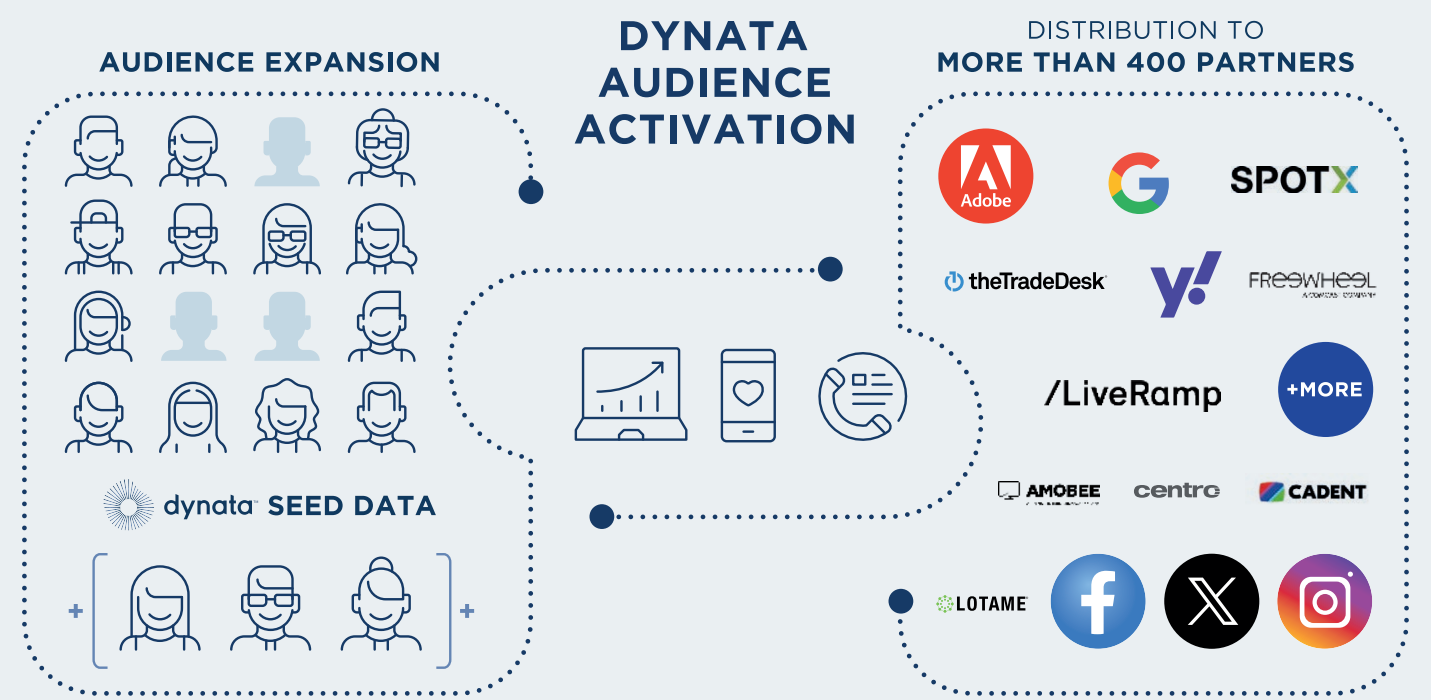
Run segmentation study or use profile data—only 300 completes needed
- 2

SEED CREATION/ SELECTION

Identify who you want to reach based on their responses
- 3

MODEL AND ACTIVATE

Target and scale like-minded people across your audience targets



# Campaign Effectiveness

Measure your Brand Lift Accurately and Holistically



Understand and track the ROI of your campaigns across all channels at the person level



Directly measure real people, not just cookies or devices



Protect privacy - verifiable, permission-based data collection



Achieve higher fidelity and better match rates through direct connections with major ad tech platforms



Optimize marketing spend in-flight to achieve higher ROI



Access your campaign KPIs and brand metrics in real-time via our industry-leading interactive dashboard

## MEASURE PEOPLE NOT COOKIES ACROSS CHANNELS

LINEAR TV

CONNECTED TV / OTT

DESKTOP

OUT OF HOME

MOBILE

MOVIE THEATERS

PRINT





**Join the ranks of leading  
organizations who partner  
and work with Dynata to  
optimize their advertising  
and media investment**

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## KEY PARTNERS INCLUDE





## Why Dynata?

The World's Largest First-Party Data Company  
for Insights, Activation & Measurement

**70** ACCESS NEARLY  
**MILLION**  
CONSUMER & BUSINESS  
PROFESSIONALS

**2,700+**  
PROFILE ATTRIBUTES  
SPANNING SPECIALTY &  
HARD-TO-REACH B2B AUDIENCES

UNPARALLELED  
**DEPTH AND BREADTH**  
ACROSS SIX CONTINENTS

**45+**

YEARS OF INNOVATION

ANNUALLY

**4 BILLION**  
INSIGHTS UNCOVERED

**100+ MILLION**  
SURVEY COMPLETES

**200,000+**  
PROJECTS DELIVERED

THE **ONLY**  
FIRST-PARTY  
DATA PROVIDER  
TO EARN

**NEUTRONIAN'S**  
**NQI**  
**DATA QUALITY**  
**CERTIFICATION**

TRUSTED BY

**80%**

OF  
FORTUNE 500 COMPANIES





For more information on how we can help you optimize your advertising campaigns and your marketing ROI, contact us at [\*\*info@dynata.com\*\*](mailto:info@dynata.com).





## 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 lifecycle — 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](http://www.dynata.com).