

With a Dynata partnership, RepTrak expanded their corporate reputation monitoring by gathering insights from 1.5 million annual survey respondents across 50 countries, in 31 languages, and from 19 distinct stakeholders.

#### THE BACKGROUND

The RepTrak Company is the world's leading reputation data and insights company. Subscribers to the RepTrak Program use their predictive insights to protect business value, improve return on investment, and increase their positive impact on society. Established in 2004, The RepTrak Company owns the world's largest corporate reputation benchmarking database. With over 1 million company ratings per year, they convert stakeholder perceptions into tangible data.

RepTrak's proprietary model measures how stakeholders think, feel, and act towards companies. Leveraging Dynata's deep global panel, RepTrak helps their clients dive deep into consumer sentiment by measuring thoughts, feelings, and actions across unique stakeholder groups.

#### THE CHALLENGE

In today's fast-paced information age, RepTrak's global clients need to hone in on the stakeholders that matter most to them. To achieve this, RepTrak requires a large, geographically diverse respondent sample, with equal representation across regions. RepTrak came to Dynata to expand a product offering that previously measured 2 stakeholder groups to now include 19 different groups.

Of key importance was expanding the diversity and depth of stakeholder sampling, all while maintaining the data integrity and consistency their clients have come to rely on

#### THE SOLUTION

Dynata's data experts partnered closely with RepTrak to ensure an intimate understanding of their research needs and data structures. With this baseline, Dynata developed a sampling plan to provide RepTrak access to 130,000 respondents per month from more than 50 countries, with robust surveys administered in 31 different languages. Dynata ensured consistency and equal representation across geographies, as well as comparability over time.

#### THE IMPACT

When RepTrak first partnered with Dynata, their insights on stakeholder sentiment were more limited. Thanks to Dynata's global, high-quality respondent network, RepTrak now collects feedback from 19 distinct groups — expanding their global database which now includes over 100 stakeholder groups. Dynata's scale, speed, and flexibility has allowed RepTrak to expand product offerings to better meet evolving client needs.





“Our partnership with Dynata has been instrumental in ensuring the accuracy and success of our research initiatives. Their deep understanding of our research structure, coupled with their flexibility in delivering data tailored to our specific needs, has allowed us to consistently provide high-quality insights to our clients with greater efficiency. We have high standards for data, and with Dynata as our trusted partner, we are confident in our ability to deliver precise and timely data to our clients.

**James Schortemeyer**

*Senior Director, Global Project Management*  
The RepTrak Company

**Accelerate Your Marketing Success with Dynata.**

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