

From insight to activation

How agencies can turn audience
insights into media performance

Syndicated & custom audiences,
powered by declared data



Declared data brings target personas to life

Agencies today have no shortage of targeting data. The challenge is choosing the right signals to match the brief while proving performance to clients who expect more than reach. Third-party cookies, device IDs, and broad behavioral proxies keep losing precision and scale, even as clients demand the right people, verified, at scale, across every platform in the plan.

This guide lays out how agencies use Dynata to move faster with syndicated, off-the-shelf audiences; get surgical with fully custom segments; and why declared data is becoming the most valuable currency in ad targeting.

Why declared data wins for agencies

- **Accuracy:** targeting is based on what people say about themselves, not a model's best guess
- **Transparency:** real, verified respondents replace anonymous behavioral proxies
- **Durability:** permissioned, survey-based data isn't exposed to cookie deprecation or platform ID changes
- **Compliance-ready:** collected with consent, built for a privacy-first media landscape

Agencies don't need to choose between scale and accuracy. Declared data, activated through Dynata's syndicated and custom audiences, gives agencies a targeting foundation that doesn't erode as the identity landscape keeps shifting.

SYNDICATED AUDIENCES

Speed to market, without sacrificing quality

When a client needs a plan live this week, there isn't time to commission custom audiences.

Dynata's syndicated audiences give agencies an activation-ready shortcut: over 2,800 off-the-shelf segments built from ongoing consumer research.

Segments can be coupled together to build bespoke audiences. They're ready to drop into a plan today, in the platform the team already buys through.

2,800+

activation-ready
audience segments,
sourced from ongoing
consumer research

WHY AGENCIES USE SYNDICATED AUDIENCES

Compress timelines

Skip the custom research cycle for common targeting needs

Benchmark with confidence

Segments are built and validated the same way across categories

Layer onto existing plans

Add attitudinal or intent-based targeting to demographic buys already in flight

SYNDICATED AUDIENCES

Available everywhere agencies already buy



CATEGORIES



WELLNESS



TRAVEL



AUTOMOTIVE



DEMOGRAPHICS



B2B



BEAUTY



CPG



COMMUNICATIONS



FINANCIAL



HOME



INSURANCE



INTEREST



INTEREST



MEDIA &
ENTERTAINMENT



POLITICS



RESTAURANT

QSR brand drives audience scale with Dynata's syndicated audiences

CHALLENGE

A leading Quick Service Restaurant (QSR) brand needed to reach consumers across highly targeted Designated Market Areas (DMAs) as part of its seasonal marketing initiatives. The brand's media strategy required precision audience targeting while maintaining sufficient scale to maximize reach within a limited geographic footprint.

Traditional third-party audience solutions often struggled to deliver the reach needed across the brand's targeted markets, creating challenges in balancing targeting precision with campaign delivery objectives.

SOLUTION

The agency partnered with Dynata to activate custom audience segments built from Dynata's first-party, opt-in survey data. Through multiple seasonal campaigns, Dynata developed and delivered highly relevant audience segments aligned to the brand's promotional priorities, including consumers with demonstrated interests in:

- Specific food preferences
- Seasonal shopping behaviors
- Family-oriented purchasing habits
- Travel intent
- Restaurant visitation patterns.

Because Dynata audiences are built from data directly provided by real consumers, the agency was able to access precise audience definitions while maintaining the scale required for activation through The Trade Desk. Dynata enabled seamless deployment into the agency's existing programmatic workflow.

QSR brand drives audience scale with Dynata's syndicated audiences

IMPACT

Dynata audiences consistently delivered the scale required to support the brand's geographically focused targeting strategy.

According to the agency partner:

"Dynata [has been] very efficient in driving scale against our audience where similar audience partners have been. Due to the brand being very DMA focused, audience scale has been a top priority in order to reach as many potential consumers as possible within our DMA footprint."

The success of the program demonstrated that first-party, survey-based audiences can provide both precision and reach, helping brands connect with the right consumers without sacrificing scale. For campaigns where audience availability and market-level reach are critical to success, Dynata's audiences delivered an effective solution that enabled the agency to confidently execute seasonal targeting strategies throughout the year.

"Audience scale has been a top priority for the brand in order to reach as many potential consumers as possible within our DMA footprint, and Dynata has been very efficient in driving that scale."

CUSTOM AUDIENCES

Precision, built to the brief

Here's what most agencies miss: the client's own research is sitting there, unused, as a targeting asset. The segmentation study, the persona work, the brand tracker — that's declared data, straight from real consumers, and it's already answering the exact questions a media plan needs answered: how to find the right audience.

Dynata takes those research questions, that first-party input, or a bespoke screener, and models it directly into an activation-ready segment. The insight work a client already paid for becomes the audience the campaign runs on. Built once, then usable across every campaign that needs it.

What custom audiences unlock for agencies

- Hyper-specific profiles built to a client's exact business and campaign goals
- Proprietary segments competitors can't buy off the shelf
- A direct line from custom market research to a deployable media audience
- Consistent activation across every DSP and ad platform in the plan





Real people. Not lookalikes. Not proxies.
Consistent identity across every channel activated.

From research to activation

Custom audiences follow a simple path, and agencies can enter at any point:

Research: field a custom survey, or bring existing first-party or research data

Model: Dynata builds the segment logic, validates it and scales it for ad targeting

Activate: the segment is pushed live to LiveRamp, The Trade Desk, Google DV360, or any platform of choice

CUSTOMER STORY | SYNDICATED AUDIENCES

Winning on and off the court:

USTA New England sees 60% YoY surge in accounts with Dynata's custom audience segments

CHALLENGE

USTA New England, one of 17 regional branches of the U.S. Tennis Association, partnered with Dynata and Kinetica to address a key challenge in their national growth initiative, "35 by 35".

"35 by 35" is an ambitious goal to reach 35 million tennis players nationally by 2035. With most tennis players participating recreationally and outside of formal membership structures, USTA needed a way to identify, engage, and count these individuals toward their ambitious target.

Traditional tracking methods failed to capture the vast population of casual tennis players who weren't part of paid membership. To bridge this gap, USTA introduced a free membership tier aimed at converting recreational players into trackable participants. The challenge was twofold:

- Tracking: How to count and validate these players.
- Activation: How to reach and engage them effectively.

43%

increase in account sign-ups during the campaign period.

60%

year-over-year (YoY) growth in free accounts.

3%

increase in paid memberships, representing a 7% YoY growth.

CUSTOMER STORY | SYNDICATED AUDIENCES

SOLUTION

USTA partnered with Kinetica, pioneers in localized sports, recreation, and wellbeing intelligence, and Dynata to transform market research into actionable audience segments. Dynata recruited panel respondents to take part in Kinetica's ongoing survey on Sports, Recreation and Wellbeing in the U.S., delivering deep insights and pinpointing recreational tennis players at a hyper-local level. Together, they turned raw survey data into precise, targetable audience segments that powered smarter marketing strategies.

The scale of Dynata's panel enabled the identification of the following Tennis target audience from the respondents of Kinetica's survey:

- Played recreational tennis in the past month.
- Visited parks frequently.
- Lived in zip codes with high recreational activity.

IMPACT

USTA New England launched Meta advertising campaigns using the custom audience targeting segments to drive free account sign-ups. The goal was to build a lead list that could be nurtured into paid memberships over time.

The long-term post-campaign value continues; USTA New England implemented a drip email strategy targeting new signups, which has shown high open rates, indicating strong engagement and interest. This campaign demonstrated how data-driven audience activation can unlock new pathways for growth in recreational sports. By identifying and engaging previously untraceable players, USTA New England continues to drive significant results for the national U.S. Tennis Association's "35 by 35" initiative.

The audience intelligence that signal data can't tell you

Most targeting data on the market today is inferred: a model's best guess at who someone is, built from browsing behavior, device signals, or purchase proxies. That approach is under pressure as cookies keep deprecating, walled gardens keep closing off signal, and every model built on scraped behavior is a step removed from the person it claims to describe.

Declared data starts from the opposite direction: it's what a person actually told us, through a real, permissioned research interaction. It reflects their intentions, attitudes, life stage, and stated behavior, not a statistical inference about them.

To build stronger-performing campaigns, agencies need to rethink how they approach targeting and move past the limits of what's available in-platform. Because when brands connect their research and segmentation work directly to activation, that's when insight turns into growth.

**Ready to connect your campaigns
with the right audience?**

Contact Dynata today

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