

Fall 2020

Dynata

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Recommended Citation

Pendleton, Micah, "Dynata" (2020). *Audience Research Firm Presentations*. 3.
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Dynata Syndicated Research

By Micah Pendleton



Founders

- Founded 12/23/2002
- Located in New York, NY with an HQ in Plano, Texas
- Their alternative business name is Vindale Research
- They 880 complaints in the last 3 years and 510 of complaints closed in the last 12 months.



About the company

Dynata LLC is a First Party Data and insight platform that specializes in market research. Members get rewards for taking surveys, product testing, incentivized emails etc.

- 6 continents
- 5,800 customers in all major industries
- 62 million consumers and business professionals
- 100+ million surveys completed in 2019
- 94 countries spanning Dynata's customer base
- 2700+ profiles attributes for specialty audience creation

Their mission is “to bring the voice of the customers to their marketing continuum- from strategy, to innovation, to branding, advertising, measurements and optimization.



Dynata Insights Platform

This platform provides seamless access to a wide range of solutions, and services to simplify the research process, reduce time gap between data and action. and increase efficiencies for clients.

- Plug and Play Technology
- Enables researchers and marketers to build actionable insights, drive marketing campaigns at scale, and measure campaign effectiveness.



Solutions

Dynata serves nearly 6,000 market research, media and advertising agencies. The market research ecosystems are highly fragmented. If these agencies have any problems, dynata has tools to help

- Robust scripting and programming to deliver surveys for any type of device, question or survey length
- High quality, permissioned first- party data including an extensive library of 2,700 profiles attributes
- Complete suite of reporting, analytics and dashboarding tool to seamlessly convert research data in actionable insights



New Innovations

In 2019 Dynata realigned its sales and operational units into a new integrated structure designed to produce an enhanced customer experience.

- The use of Artificial Intelligence and Machine Learning to create robust automated and self-service data solutions.
- New implementations in customer service with consistent delivery of high quality data to help businesses make better decisions (McFarland, 2019).



Audience

Tools and services for audience research

- Know your customers and prospects. Gain understanding of your market through always-on insights, by matching Dynata panels to CRM customers profiles and other datasets
- Create custom audience segments through Dynata's lookalike modeling partnerships



Services & Industries

Services

- Advanced Analytics & Research Services
- Advertising services
- Brand trackers
- Data processing & tabulation
- Digital ethnography
- Online qualitative research
- Survey programming
- Voice services

Industries

- Automotive
- CPG & retail
- Financial services
- Healthcare
- Management consulting
- Market research agencies
- Media & Ad agencies
- Technology.



Modern Slavery Act Statment

Dynata has a zero tolerance approach to modern slavery in their business supple chains.

- Committed to ensuring there is transparency in their approach to modern slavery .
- They offer extensive training on the issue
- This statements was signed by Jeremy Summerfield director and CFO July 9,2019



Career Opportunities

There aren't many positions available in the US. Only 12 job openings posted on official website.

Vice President, Technology Operations

- This person will own and deliver the technology strategy and operations to meet the organizations growth expectation .

Marketing Manager

- Work with global marketing team to create compelling content to address buyer's needs

Survey Programmer

- Review survey questionnaires and formulate recommendations, to ensure efficient programming using CF, Decipher and other MR tool.



Linkedin Postings

- Senior Software engineer Maumee, OH
- Full Stack Engineer Maumee, OH
- Software Engineer Debrecen, Haju-Bihar, Hungary.



Work Cited

<https://www.dynata.com>

Dynata LLC: Better Business Bureau® Profile. (n.d.). Retrieved October 05, 2020, from <https://www.bbb.org/us/ny/new-york/profile/internet-service/dynata-llc-0121-91228>

Dynata organizes for future growth: Newly created unit accelerates product innovation and development of first-party data solutions for marketing services, and operational realignment strengthens customer experience. (2019, May 21). *PR Newswire* Retrieved from <https://search-proquest-com.ezproxy.bgsu.edu/docview/2227941392?accountid=26417>