



# Dynata helps companies harness the power of first-party data to make informed, intelligent decisions

With a global reach and an unrivaled approach to quality, Dynata is the most trusted source for reliable, accurate human-sourced data.



## Who is 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 life cycle — 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.

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# Powering your growth and transformation at each step of the marketing lifecycle

We help power your growth across the entire marketing journey with our solutions for insights, activation and measurement.

Harness the power of data by uncovering accurate insights and connecting data sources to activate new advertising campaigns and measure effectiveness of both cross-channel marketing ROI and long-term brand lift.



# Dynata's Difference

Dynata has the largest depth, widest breadth, and highest-quality first-party panel data in the world. We own and operate the largest panel comprising nearly 70 million consumers, B2B panellists and hard-to-reach audiences.

Dynata is known for having the highest-quality and most trusted panel of real and engaged people in the industry. Our fully-permissioned panellists are profiled with over 2,700 attributes and are sourced using unique methodologies, offering flexibility and bias controls for precise audience selection.

Panel data can be seamlessly connected to any CRM platform and other data sources to model and scale custom audiences for campaign activation.

Our flexible and scalable service models can be customized to suit your needs. We can work with you on a project basis or serve as your entire back-office fieldwork operation.



**LARGEST PROPRIETARY FIRST-PARTY DATA**



**RICHEST PROFILING IN THE INDUSTRY**



**HIGHEST QUALITY & MOST TRUSTED DATA**





**CONNECTED DATA & ACTIVATION SOLUTIONS**



**FRICTIONLESS DELIVERY OF INTEGRATED SOLUTIONS ACROSS THE ENTIRE MARKETING LIFE CYCLE**



NEARLY **70**  
**MILLION**  
PEOPLE REACHED

 **2,700+**  
**PROFILE ATTRIBUTES**  
spanning specialty  
and hard-to-reach  
B2B audiences   
**UNPARALLELED DEPTH AND  
BREADTH ACROSS SIX CONTINENTS**

**4 Billion**  
INSIGHTS  
UNCOVERED  
ANNUALLY 

**200,000+**  
PROJECTS DELIVERED ANNUALLY



Extensive survey testing and  
data verification attributes for

**99%** **ERROR-FREE  
PROJECT DELIVERY**

— **100+ MILLION** —  
survey completes annually

GLOBAL REACH:  
**6000+**  
CUSTOMERS IN 90 COUNTRIES  
across all major industries 

**45+** years of   
INNOVATION

- #1** MOST INNOVATIVE SUPPLIER
- #1** DATA & ANALYTICS PROVIDER
- #1** FIELD SERVICE PROVIDER

— 2022 —  
Business & Innovation  
GRIT Report

# Dynata's World-Class Panel Data



## EMEA | 16M

- AUSTRIA
- BELGIUM
- BULGARIA
- CZECH REPUBLIC
- DENMARK
- FINLAND
- FRANCE
- GERMANY
- GREECE
- HUNGARY
- IRELAND
- ITALY
- NETHERLANDS
- NORWAY
- POLAND
- PORTUGAL
- ROMANIA
- SLOVAKIA
- SOUTH AFRICA
- SPAIN
- SWEDEN
- SWITZERLAND
- TURKEY
- UAE
- UNITED KINGDOM



## THE AMERICAS | 30M+

- NORTH**
  - UNITED STATES
  - CANADA
  - MEXICO
- SOUTH**
  - ARGENTINA
  - BRAZIL
  - COLOMBIA
  - CHILE

## APAC | 22M

- AUSTRALIA
- CHINA
- HONG KONG
- INDIA
- INDONESIA
- JAPAN
- MALAYSIA
- NEW ZEALAND
- PHILIPPINES
- SOUTH KOREA
- SINGAPORE
- TAIWAN
- THAILAND
- VIETNAM

# Global Footprint

Dynata is uniquely positioned to deliver the most diverse B2B and B2C online sample globally for maximum feasibility, sustainability, representativeness and consistency.

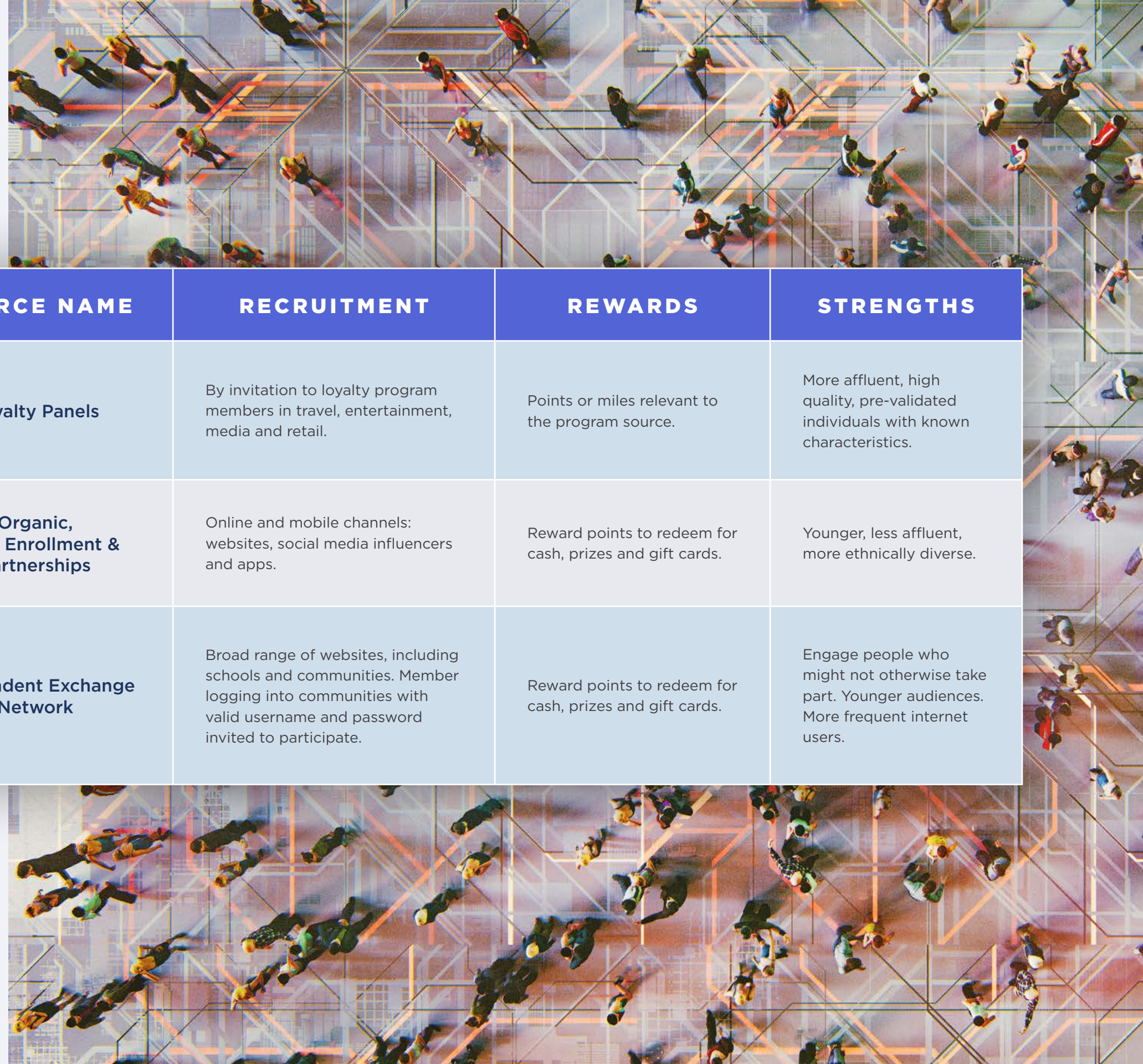
Our extensive reach lets us connect you to consumer, business, specialty or hard-to-reach audiences in almost every country around the world quickly and efficiently. Connect with your **Dynata sales team** to find out more about our global capabilities.

# Recruitment

Dynata has a variety of sample sources to meet your unique project requirements.

Each of our recruitment channels delivers a different population, thus our panels provide diversity, representativeness and enables you to target hard-to-reach population segments.

SOURCE NAME	RECRUITMENT	REWARDS	STRENGTHS
Loyalty Panels	By invitation to loyalty program members in travel, entertainment, media and retail.	Points or miles relevant to the program source.	More affluent, high quality, pre-validated individuals with known characteristics.
Organic, Open Enrollment & Partnerships	Online and mobile channels: websites, social media influencers and apps.	Reward points to redeem for cash, prizes and gift cards.	Younger, less affluent, more ethnically diverse.
Respondent Exchange Network	Broad range of websites, including schools and communities. Member logging into communities with valid username and password invited to participate.	Reward points to redeem for cash, prizes and gift cards.	Engage people who might not otherwise take part. Younger audiences. More frequent internet users.





# Hard-to-Source Panel Data

## The Standard for B2B Data

Largest and deepest global reach offering more than 3 million professionals with an average of 15 attributes per member

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Broadest selection of business professionals across hundreds of B2B roles

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Robust and proven recruitment practices across loyalty, open and integrated channels

## Healthcare

Comprehensive patient panel offering 9M patients in 40 markets, across 300 ailments with over 2,000 studies per year

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Concentrated healthcare B2B panel with more than 2.5 million allied health professionals and other healthcare business decision-makers globally

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Rich Healthcare Professionals Panel containing 200,000 across the U.S., Canada, France, Germany, Italy, Spain and the U.K., access to over 1M globally through partner program

## Diversity, Equity & Inclusion

Panel recruitment using messaging and rewards to encourage maximum diversity among participants and a 3-channel strategy to ensure access to respondents who are underrepresented when only using one approach

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Broad-scale panelist data library includes items such as race, gender, sexual orientation and disability

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Accommodations in the survey-taking process to ensure optimal engagement among diverse populations



# Selected Profile Attributes

With an extensive library of detailed business and consumer profile attributes collected directly from individuals through survey data, you can benefit from a trustworthy data resource that is designed and actively managed to deliver a variety of advantages, including precise audience selection, reliability, and superior feasibility.

## BUSINESS

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### Basic Attributes

- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location

### Business Professional

- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role

### Expanded Business Variables by Industry

- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment / Sports
- Energy & Utilities / Oil & Gas
- Food / Beverages / Restaurant
- Media / Publishing
- Non-Profit
- Retail
- Telecommunications
- Equipment
- Travel / Hospitality / Leisure

### Legal Services

- Legal Occupation
- Legal Role

### Real Estate

- Type of Business
- Primary Real Estate Role

### Banking / Financial Services / Insurance

- Type of Business
- Primary Role

### Transport & Logistics

- Type of Business
- Professional Driver Work Type

### Education

- Educator Role
- Educator - Education Level Type
- Educator - Educational Institute

### Government / Military

- Law Enforcement / Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

### Business Owner

- Type of Business Owned / Operated
- Type of Personal Service

### Healthcare

- Healthcare / Medical Professionals
- Nursing
- Physician Primary Specialty

### ITDM / IT Roles

- Type of IT Professional
- Developer Roles
- Primary IT Functions/Responsibility
- Roles in Various IT Areas Including:
  - PCs, Tablets, or Client Devices
  - Mobile Technology/Applications
  - Servers
  - Data Center
  - Cloud Computing
  - Network/Data Technology
  - Voice Technology
  - Business Applications & Process Software
  - Business Intelligence, Big Data, Analytics
  - Virtualisation Software
  - Unified Communications

## CONSUMER

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### Basic Demographics

- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- Region
- Sexual Orientation
- Religious Affiliation
- Ethnicity or Race
- Hispanic Origin
- Registered Voter
- Political Party Affiliation
- Voter History

### Automotive

- Vehicles in Household
- Type of Automobile
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy

### Home Features / Improvements

- Home Improvement/ Upkeep / Repair
- Role in Decision Making
- Lawn Equipment Used

### Utilities

- Service Provider
- Role in Decision

### Travel for Leisure

- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

### Interests / Hobbies

- General
- Health / Fitness / Wellness
- Hobbies / Leisure
- Outdoor Activities
- Sports Activities

### Electronics / Gadgets

- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)

### Mobile Phone

- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

### Tobacco Products

- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used

### Department Stores

- Shopping Frequency
- Items Purchased

### Dining Out

- Frequency
- Amount Spent Per Person
- Type of Restaurant
- Considerations

### Insurance

- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers)
- Health Insurance Provider (66 providers)
- Health Insurance Coverage

### Consumer Banking

- Interest
- Financial Advice (11 services)
- Online Trading Accounts
- Financial Advisor
- Investment Account Types (13 types)
- Investment Account Firm
- Primary Brokerage Firm
- Type of Checking Account
- Primary Mutual Fund Firm (61 firms)
- Retirement Firm (26 firms)
- Total Investable Assets
- Type of Investment
- Financial Products
- Credit Cards
- Financial Institutions (134 banks)

### Groceries

- Primary Shopper
- Stores Shopped (56 stores)
- Amount Spent Per Week

### Beer, Wine, Liquor

- Beverage Consumption
- Beer Consumption
- Domestic / Import / Craft Beer Brands (76 brands)
- Wine Purchases
- Liquor Type & Brands

### Entertainment

- Television
- Books
- Movies
- Music
- Magazine Readership (40 genres, 270 titles)
- Radio Stations (39 markets)

### General Household

- Pets or Animals
- Recreational Vehicles

### Ailments and Health Conditions

- Allergy / Asthma / Respiratory
- Arthritis / Joint Ailments
- Autoimmune / Blood
- Cancer
- Cardiovascular / Heart
- Diabetes / Thyroid / Obesity
- Gastric / Digestive / Urinary
- Male / Female Health
- Mental Health
- Neurologic / Nervous
- Pain
- Skin / Dermatologic
- Sleep Disorders
- Vision / Hearing Impairments

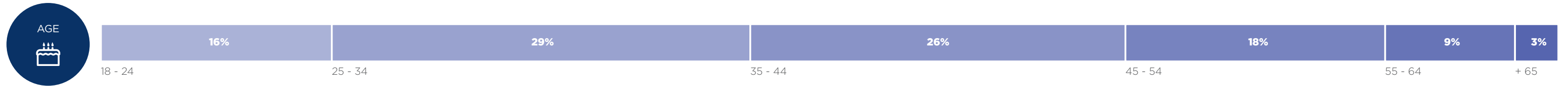
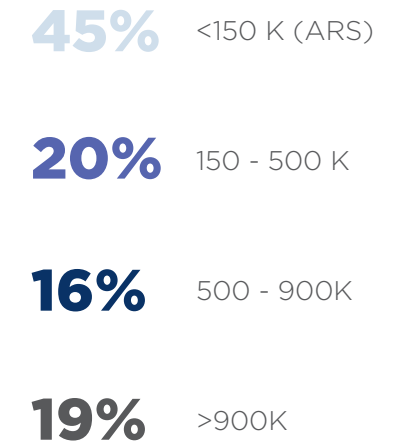
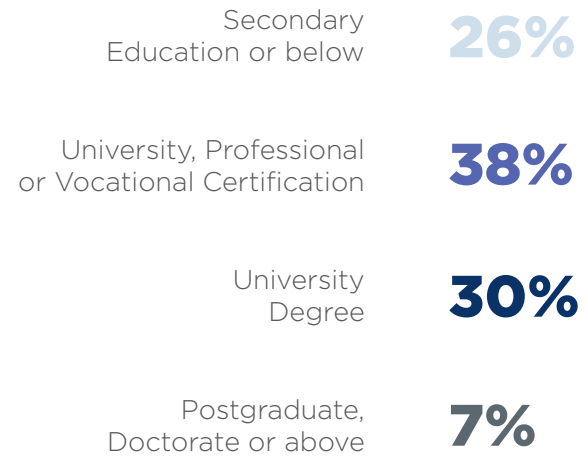
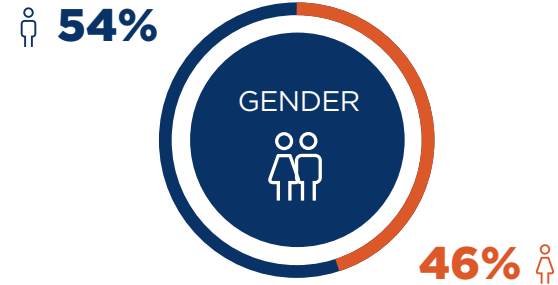


# Panel Demographics By Country

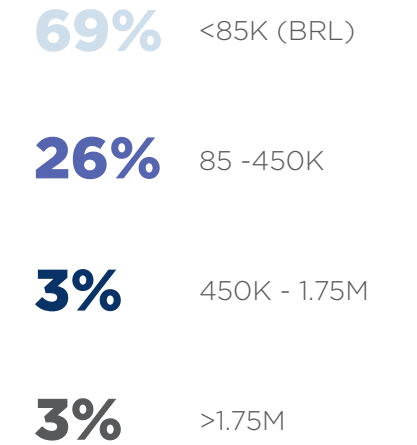
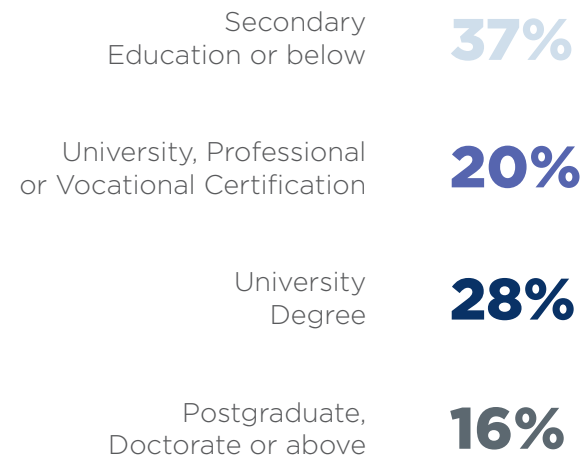
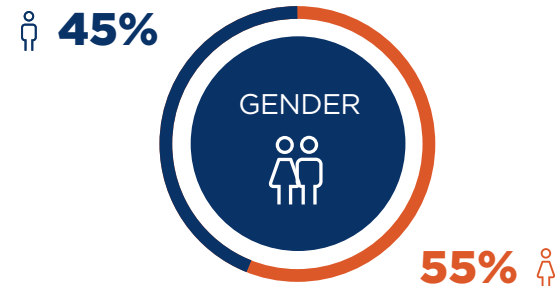
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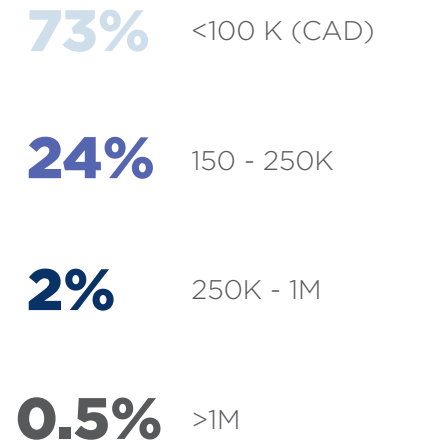
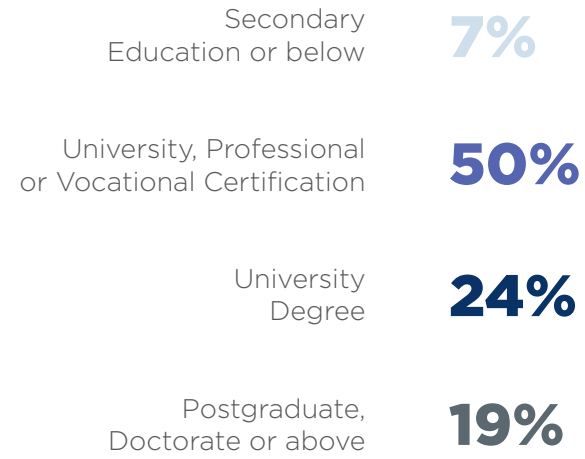
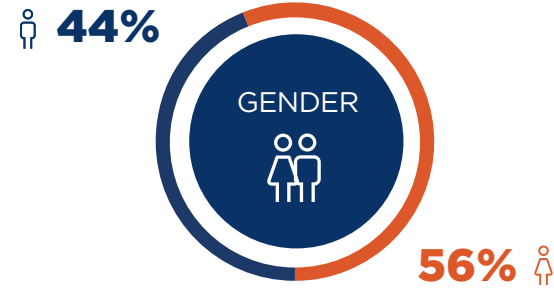
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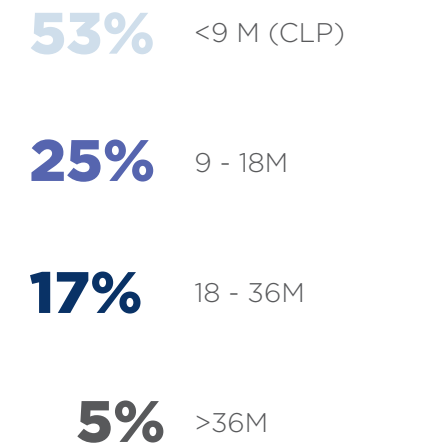
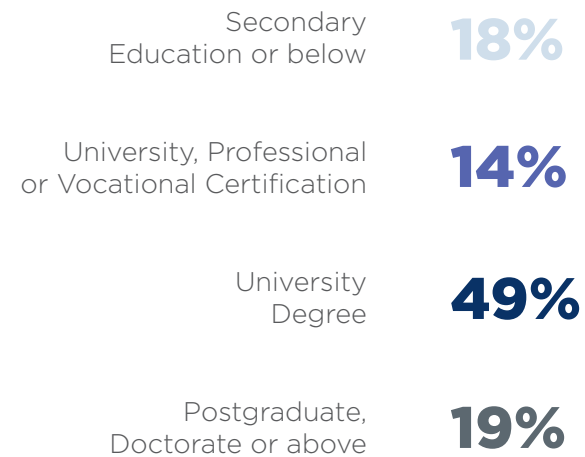
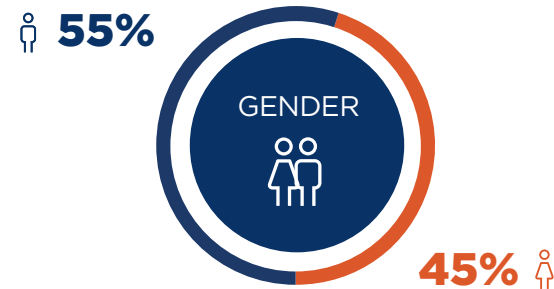
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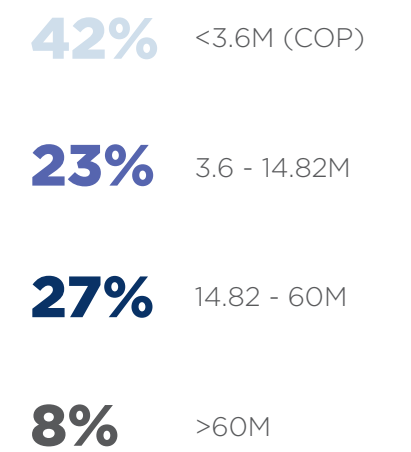
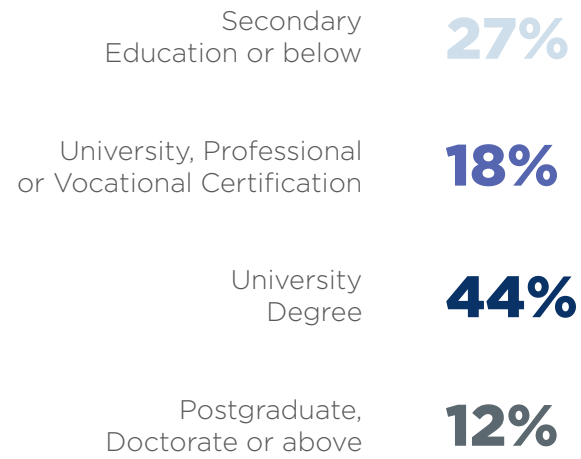
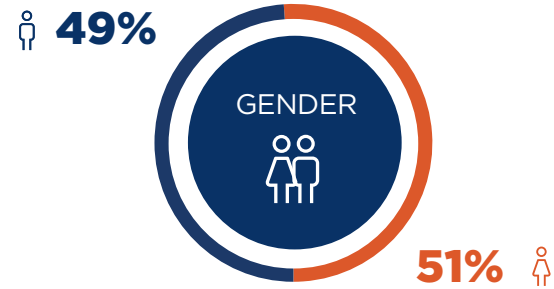
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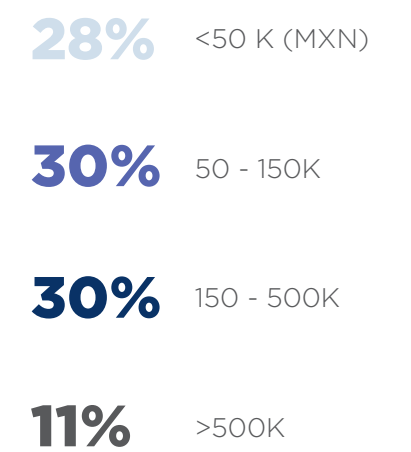
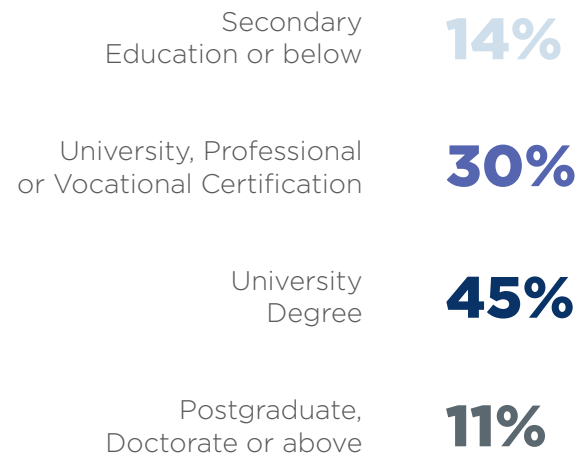
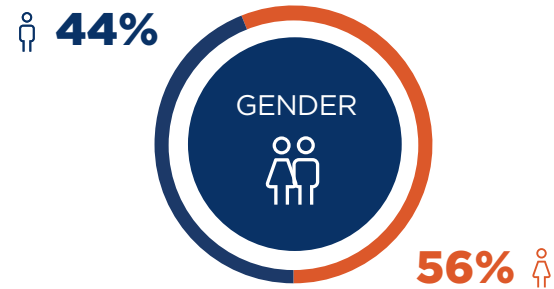
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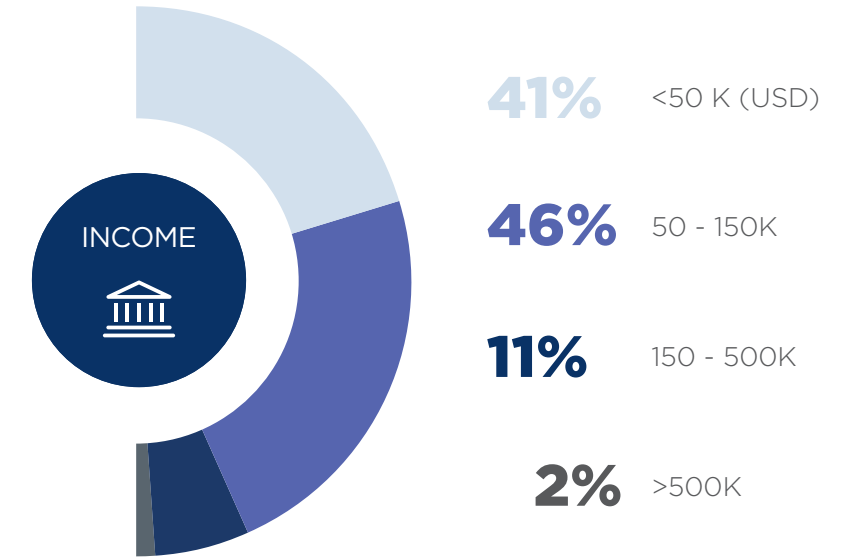
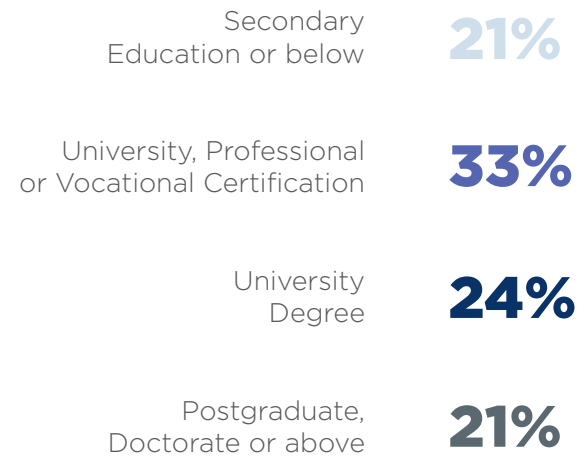
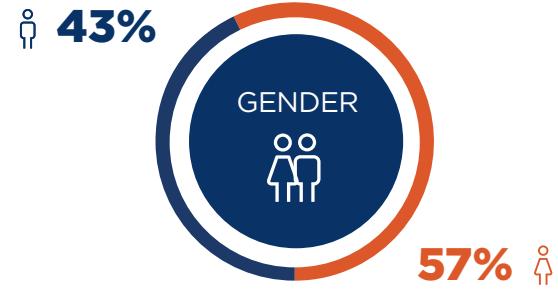
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# MEXICO



# UNITED STATES OF AMERICA



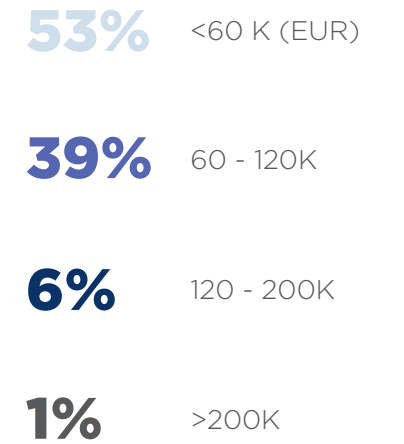
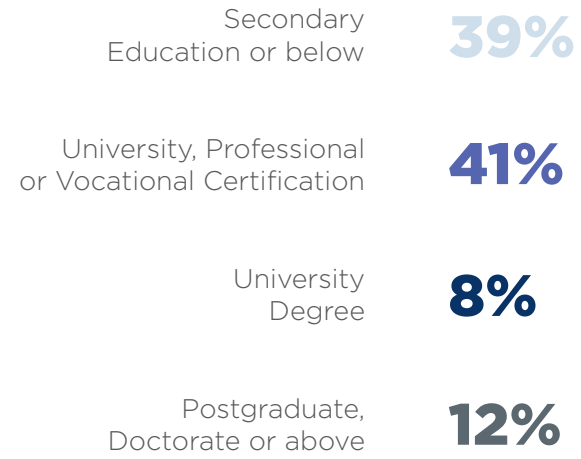
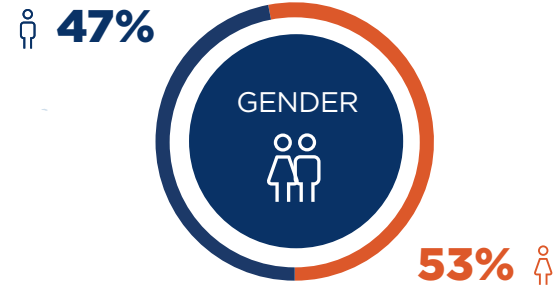


# Panel Demographics By Country

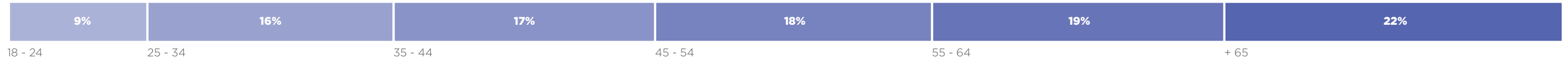
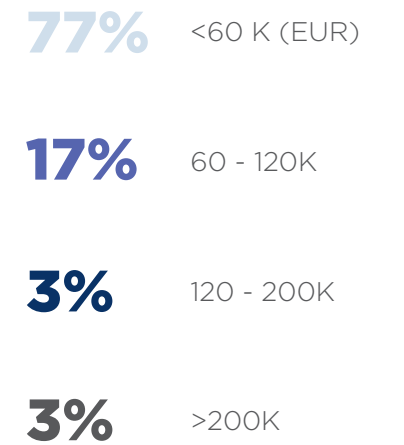
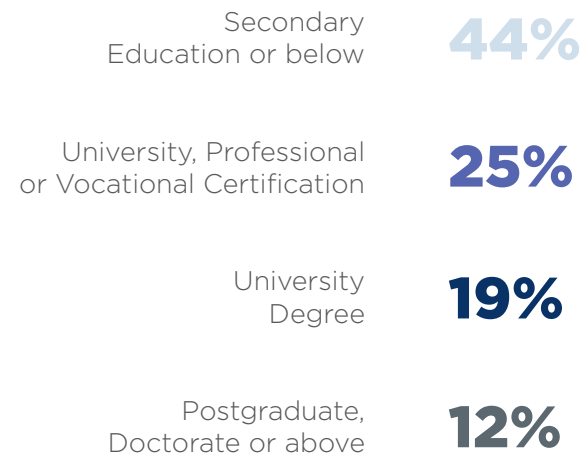
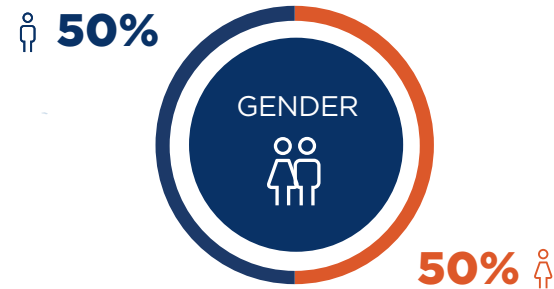
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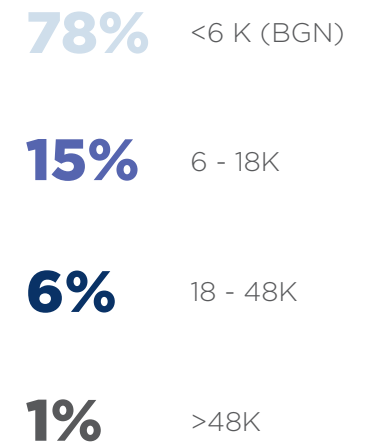
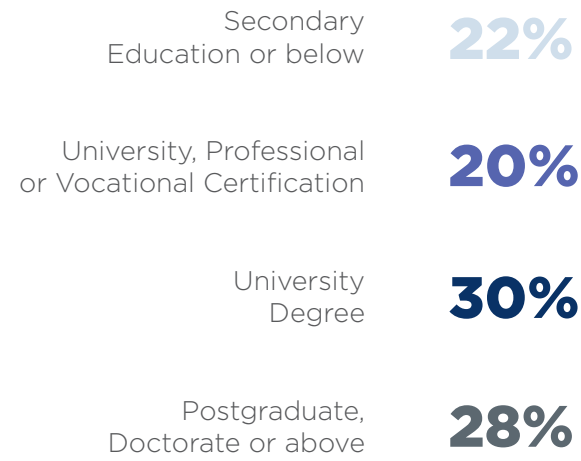
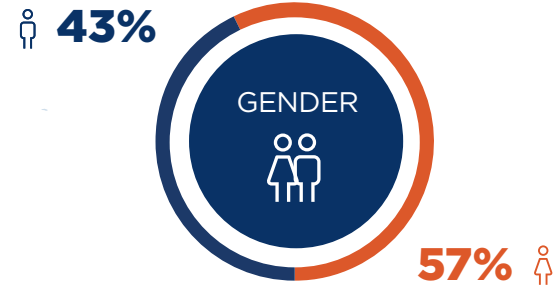
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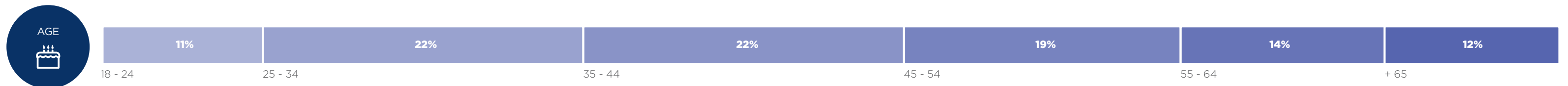
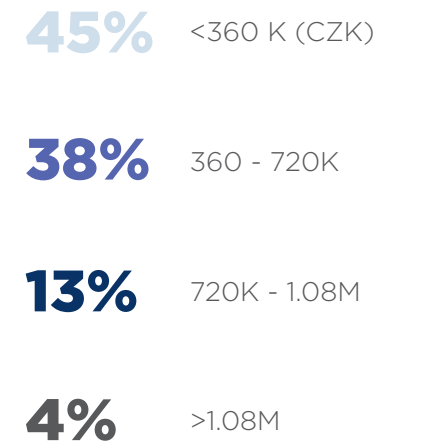
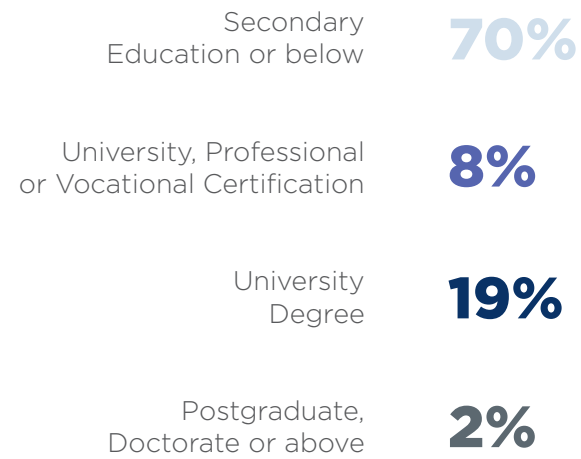
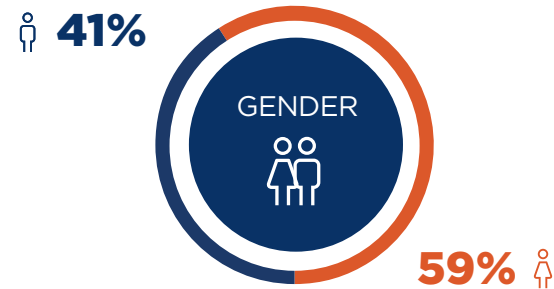
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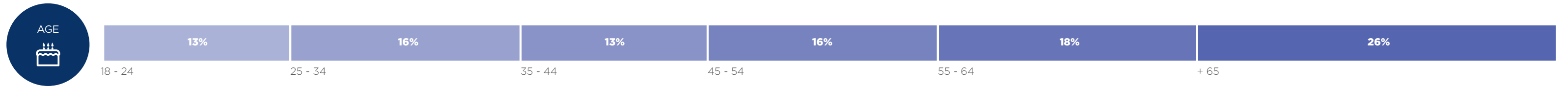
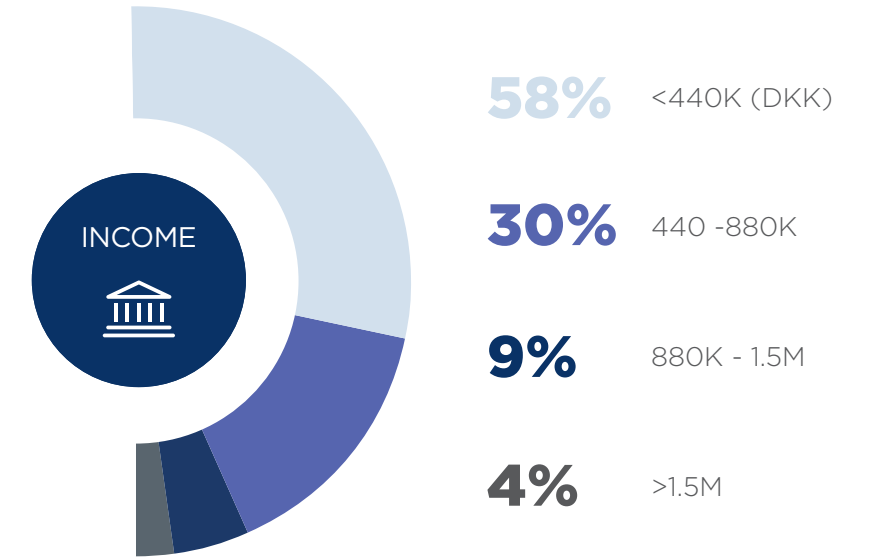
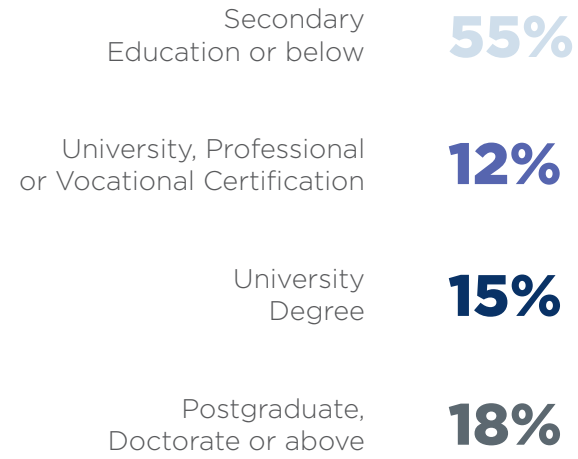
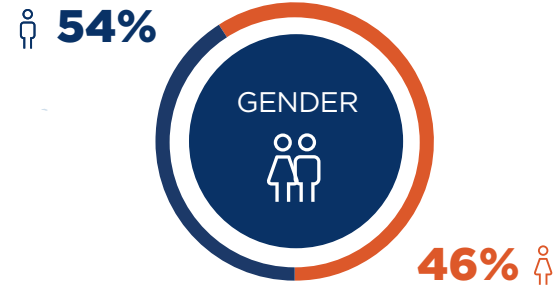
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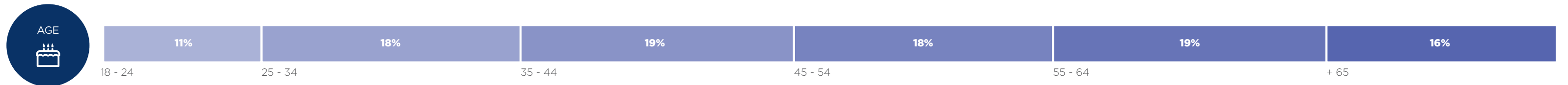
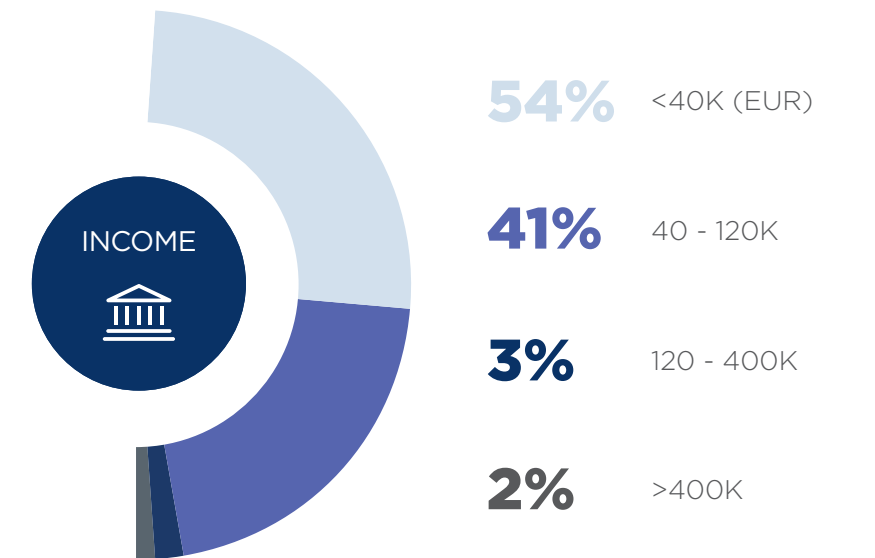
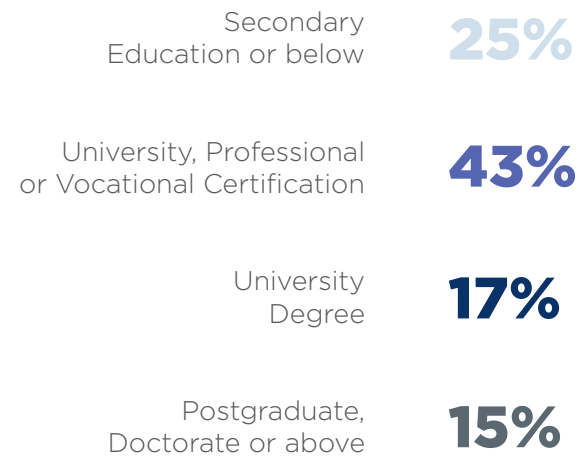
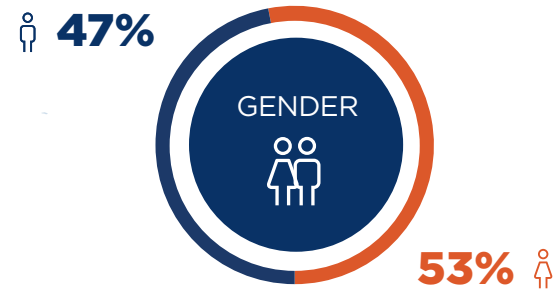
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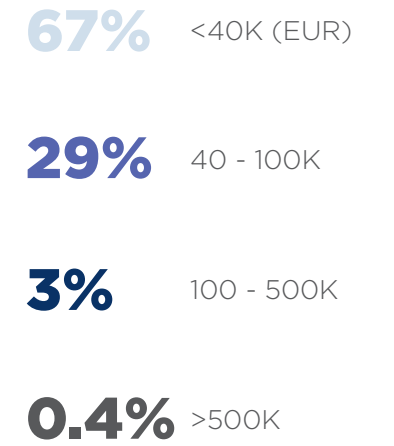
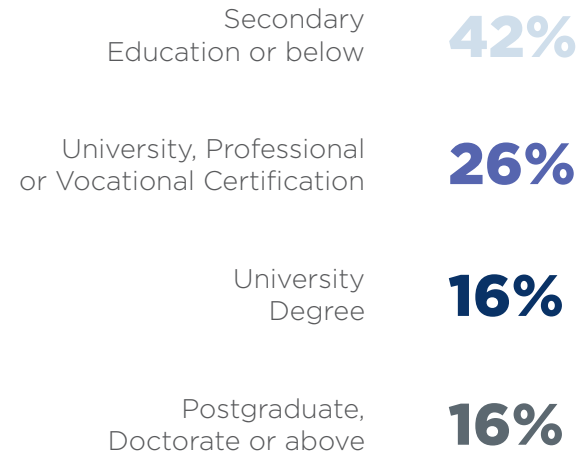
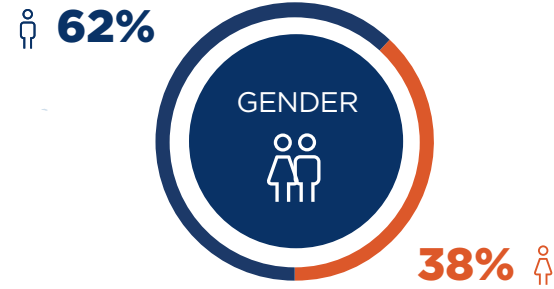
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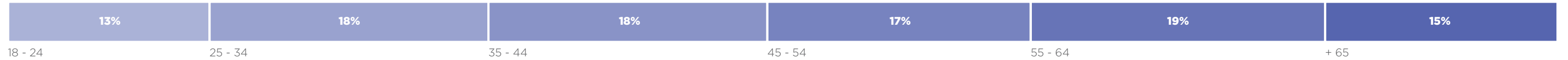
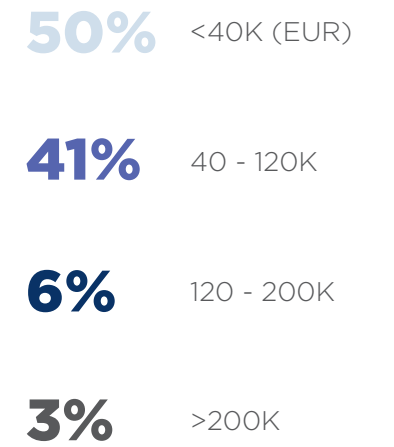
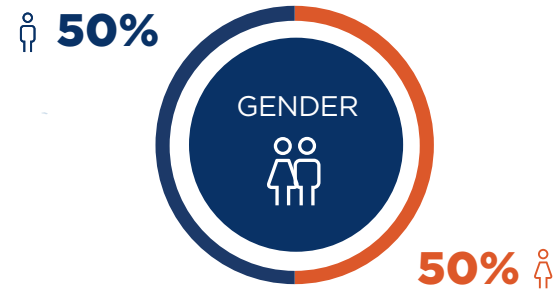
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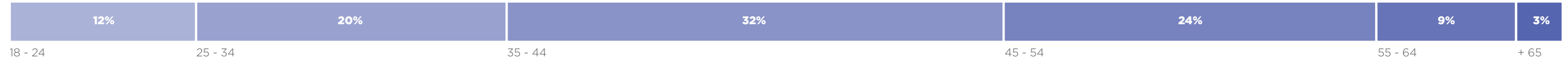
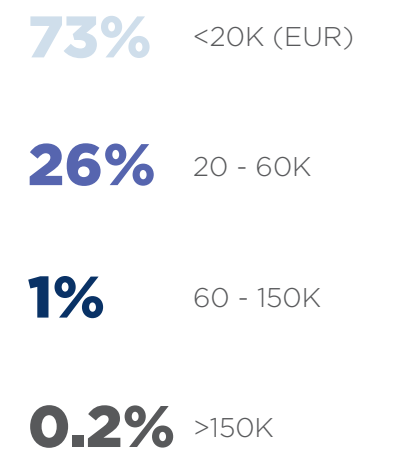
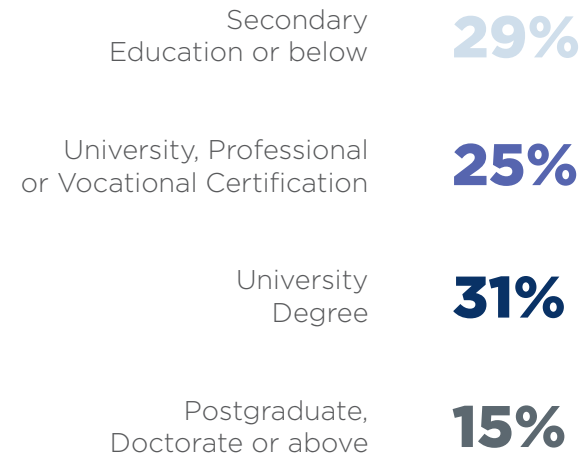
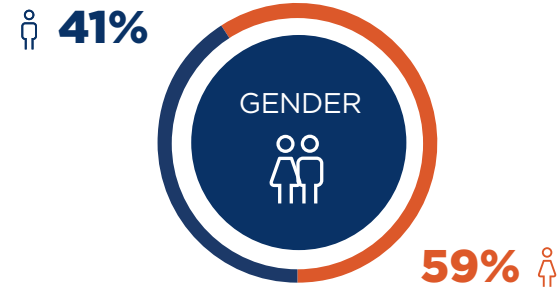
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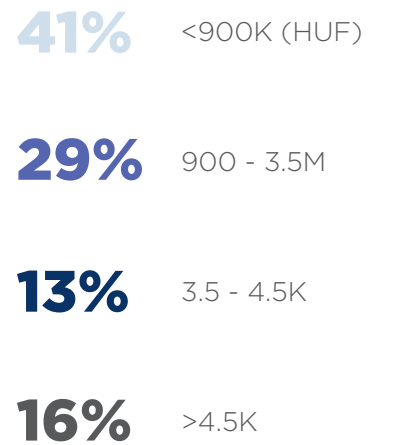
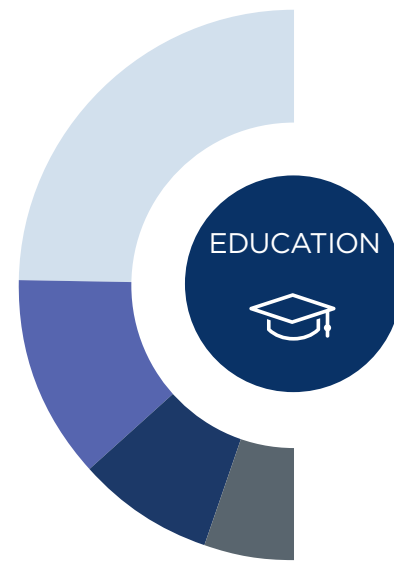
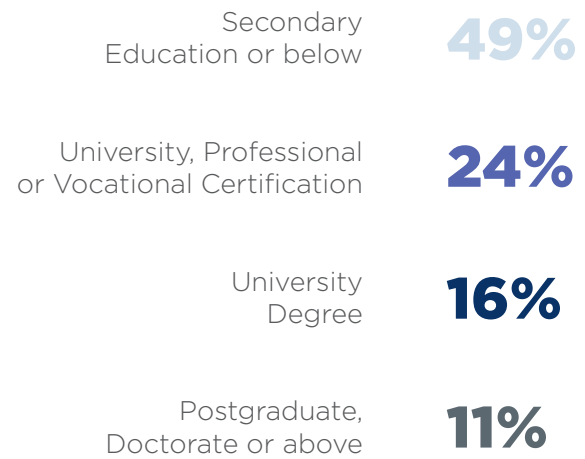
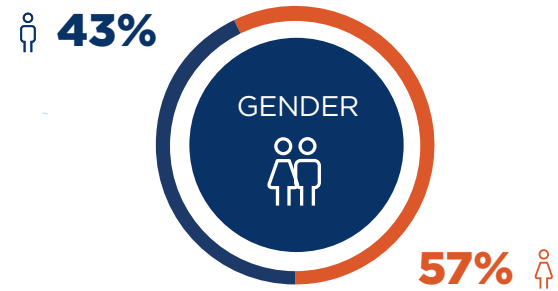
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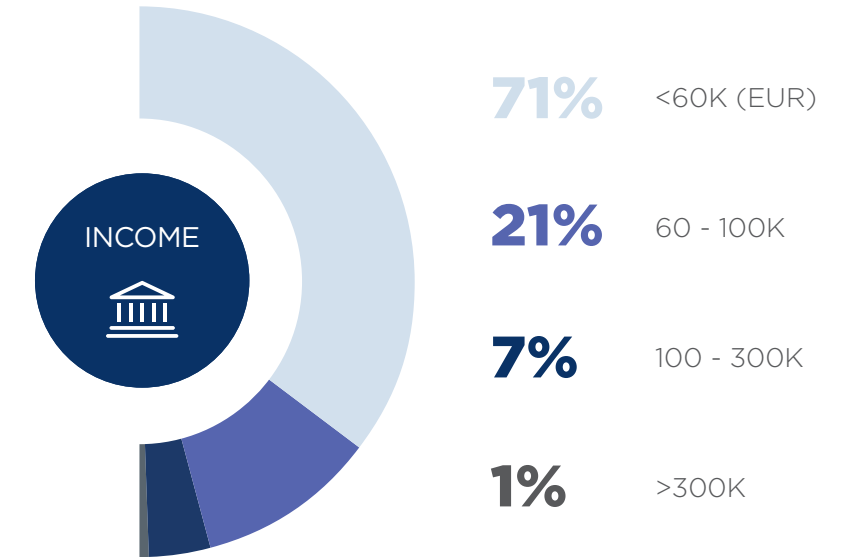
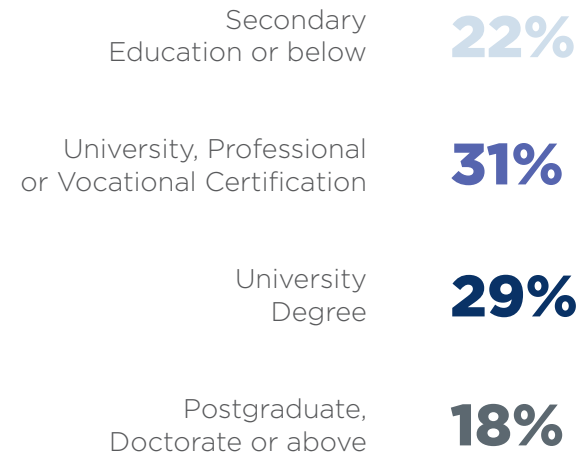
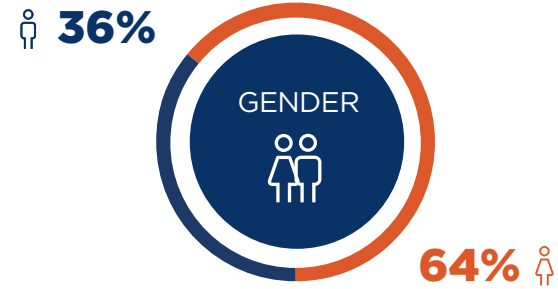
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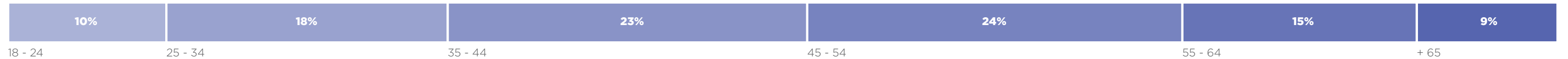
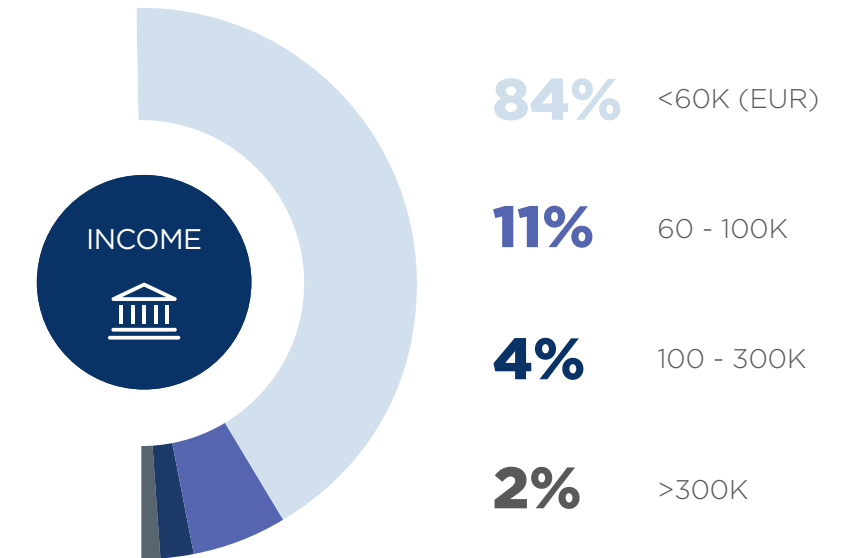
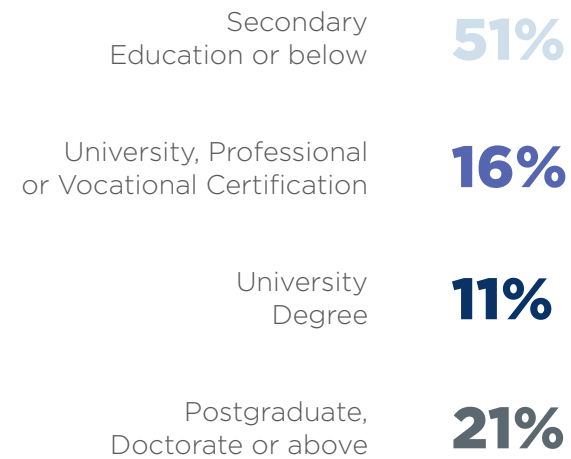
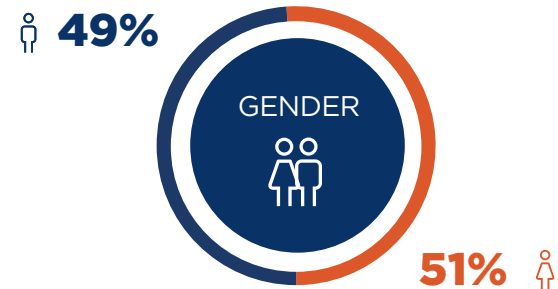
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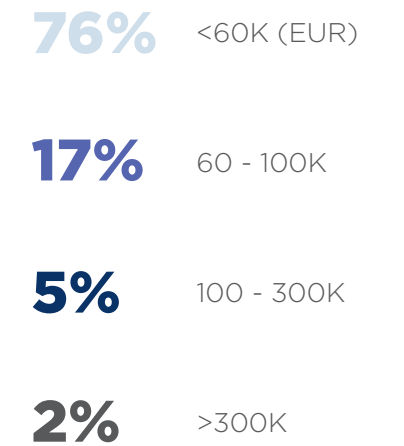
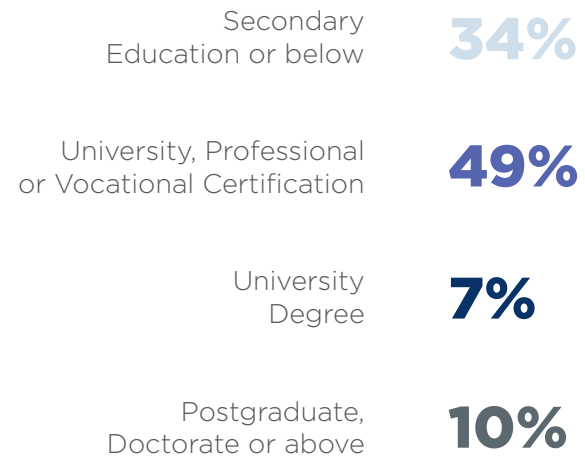
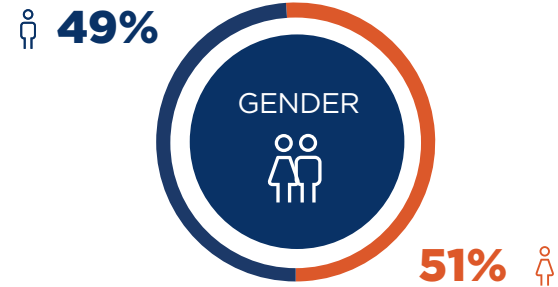
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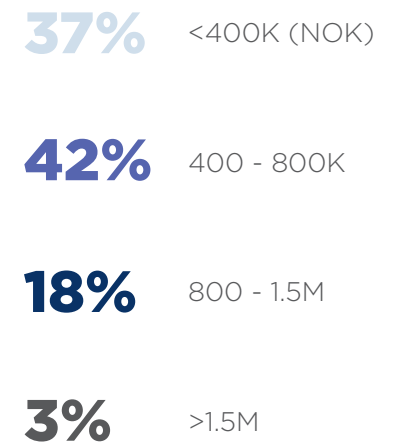
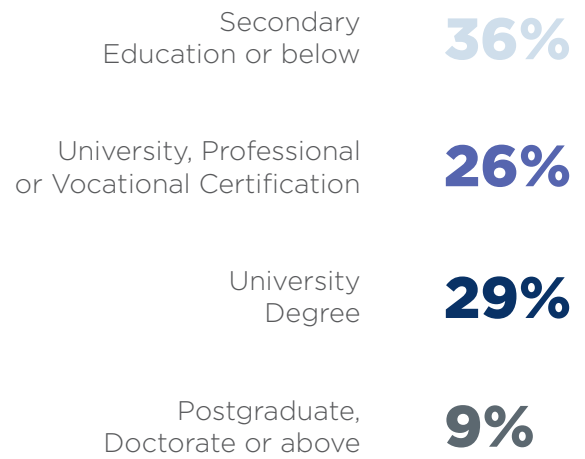
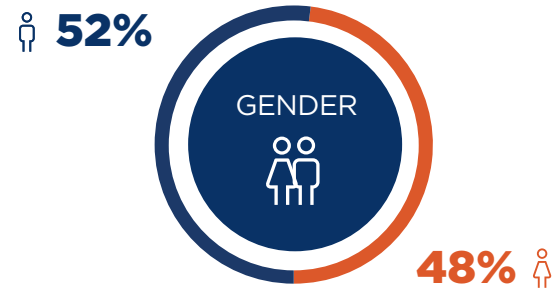
# ITALY



# NETHERLANDS

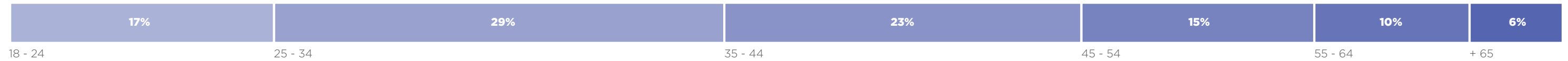
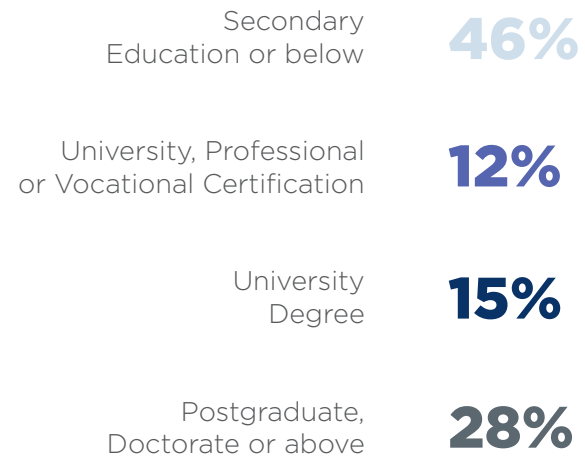
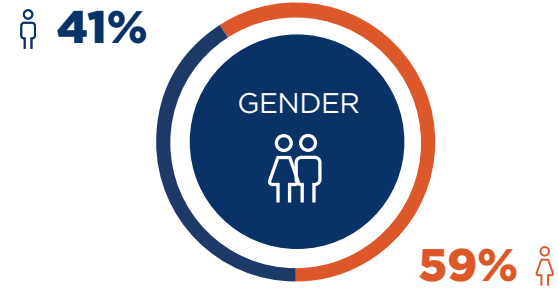


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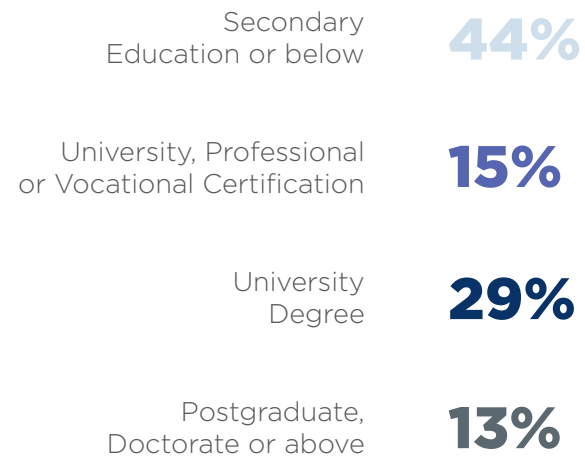
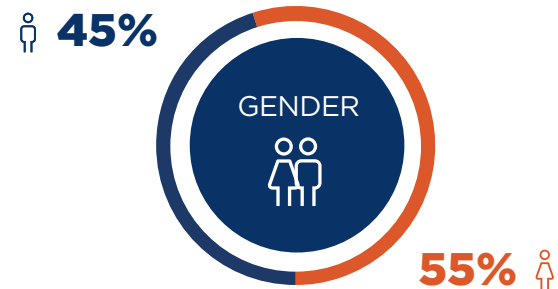




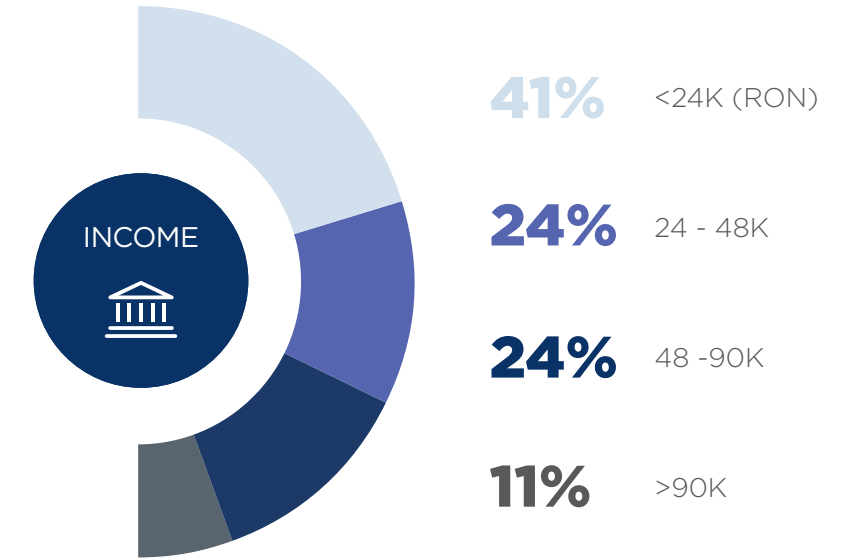
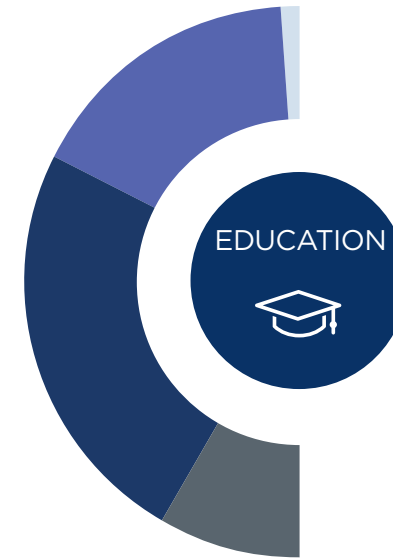
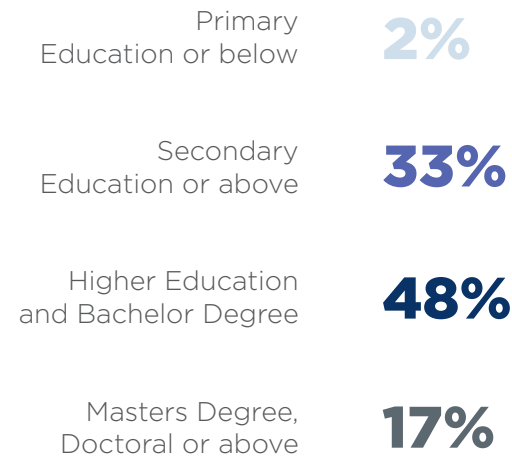
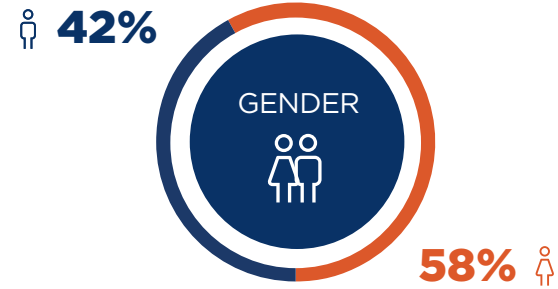
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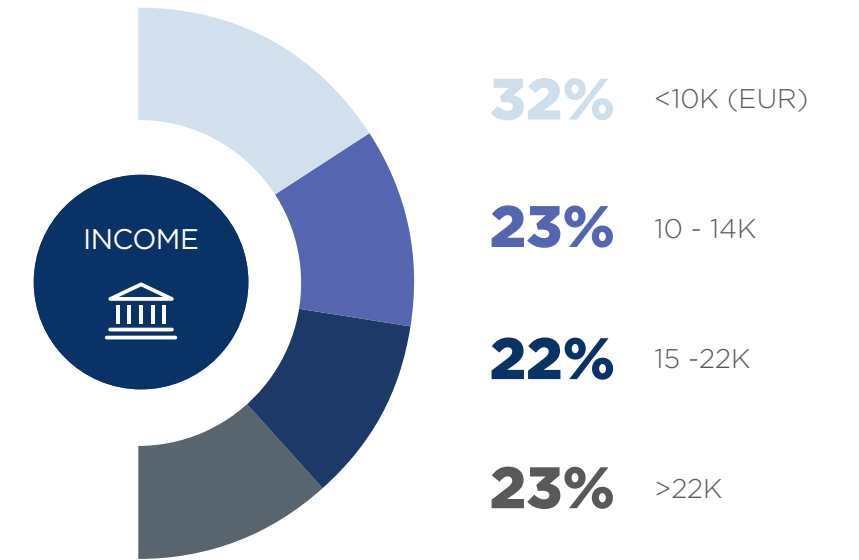
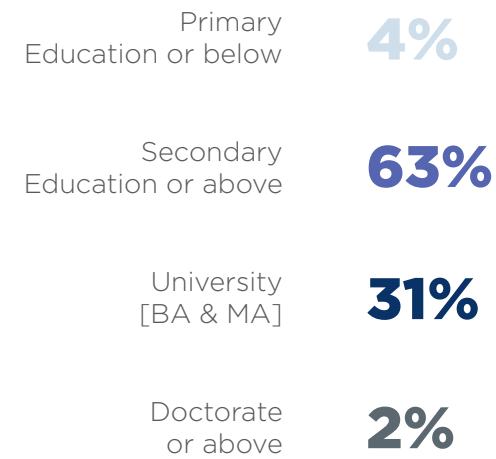
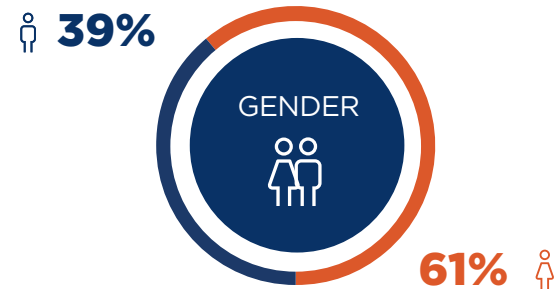
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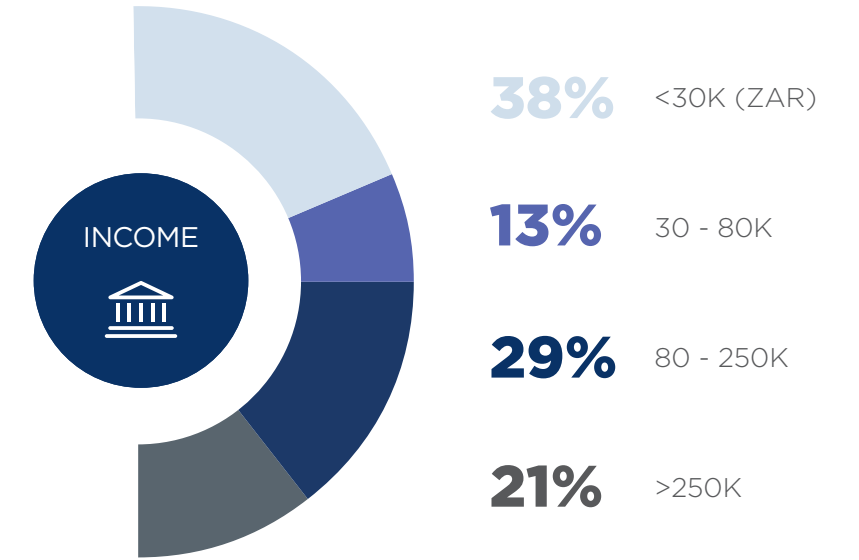
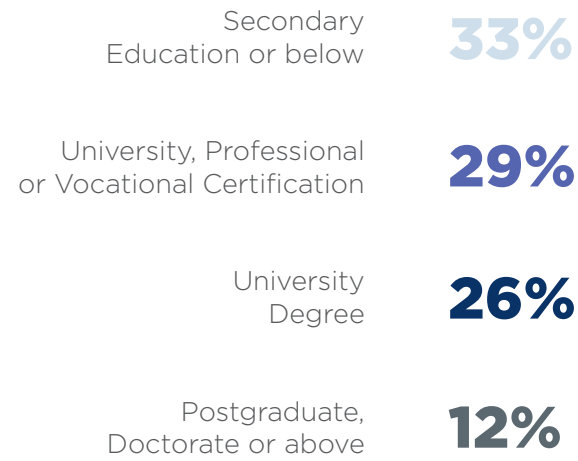
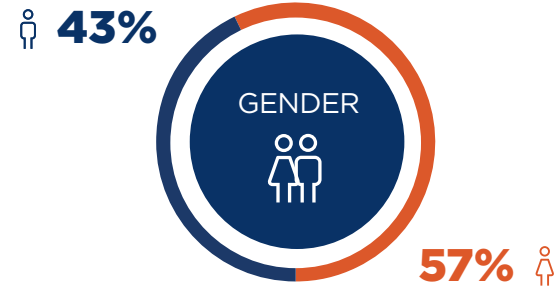
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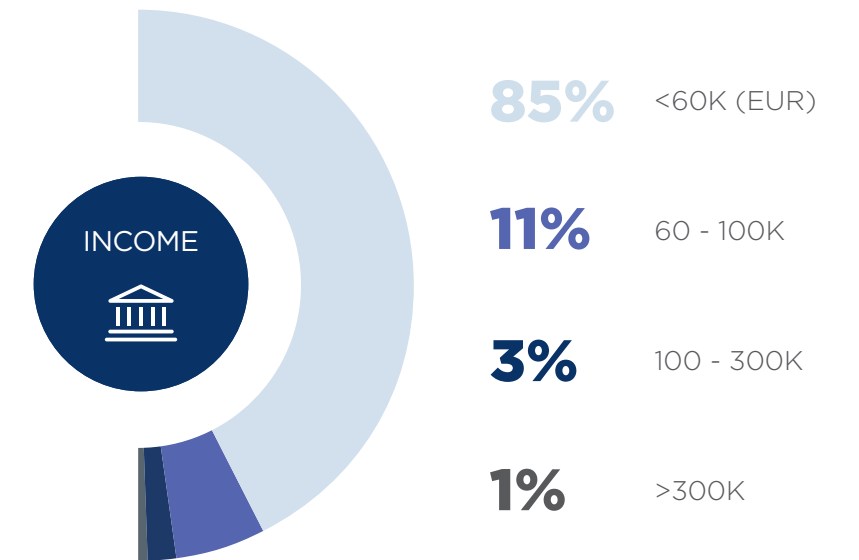
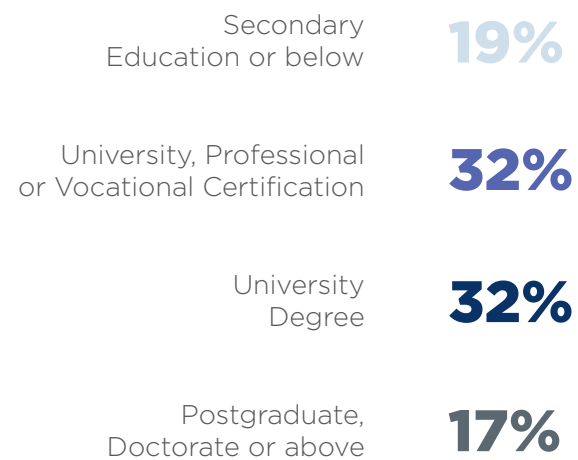
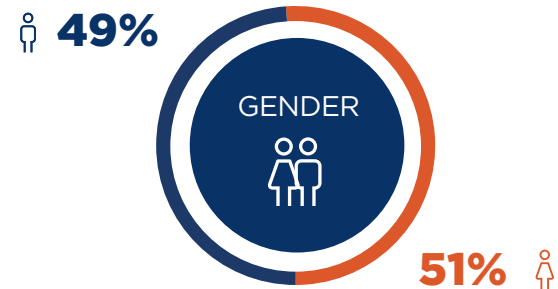
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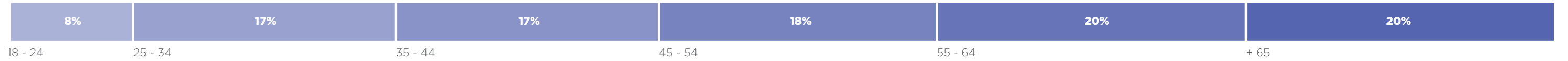
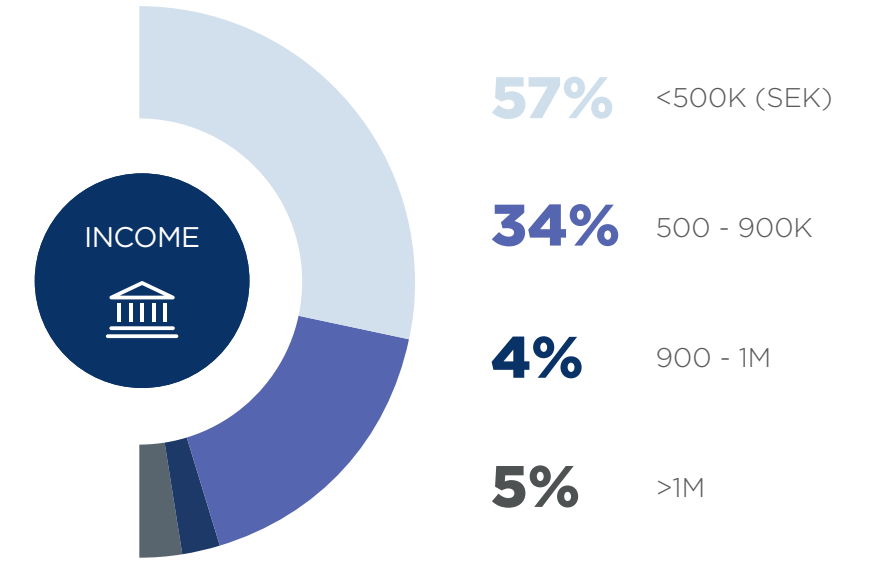
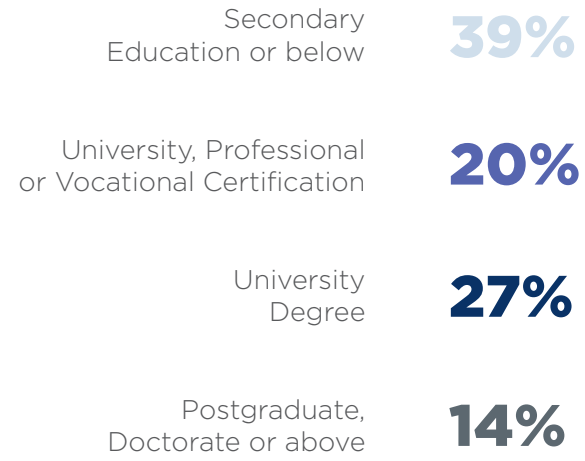
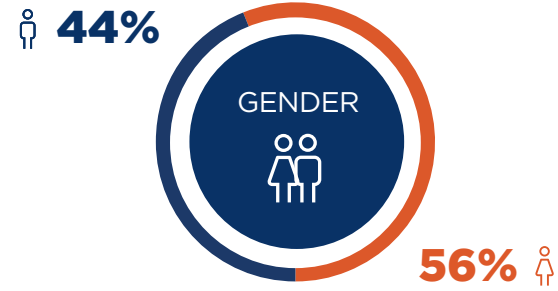
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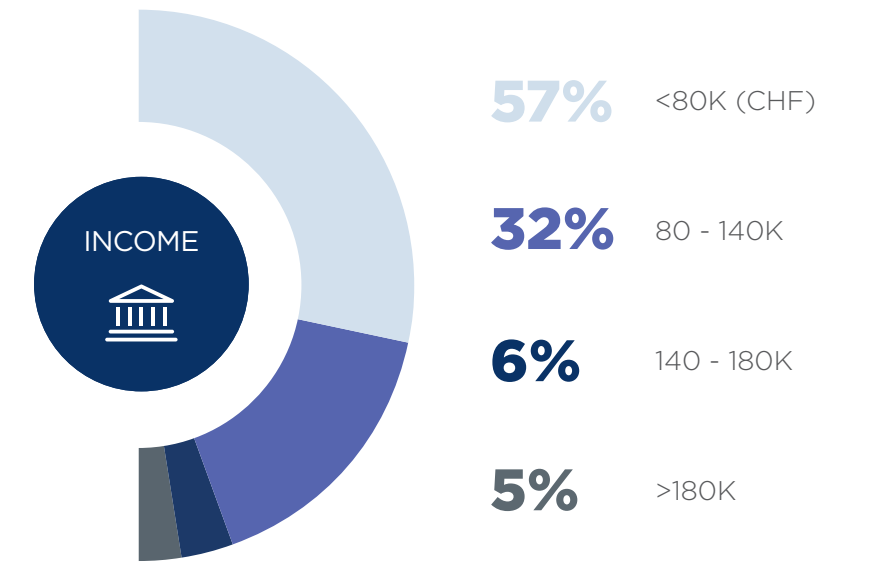
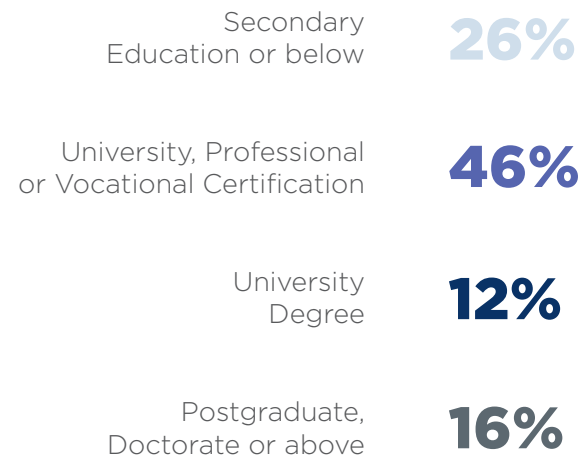
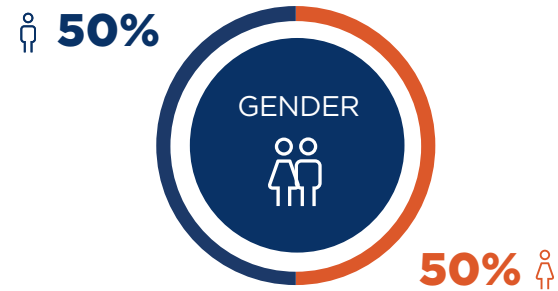
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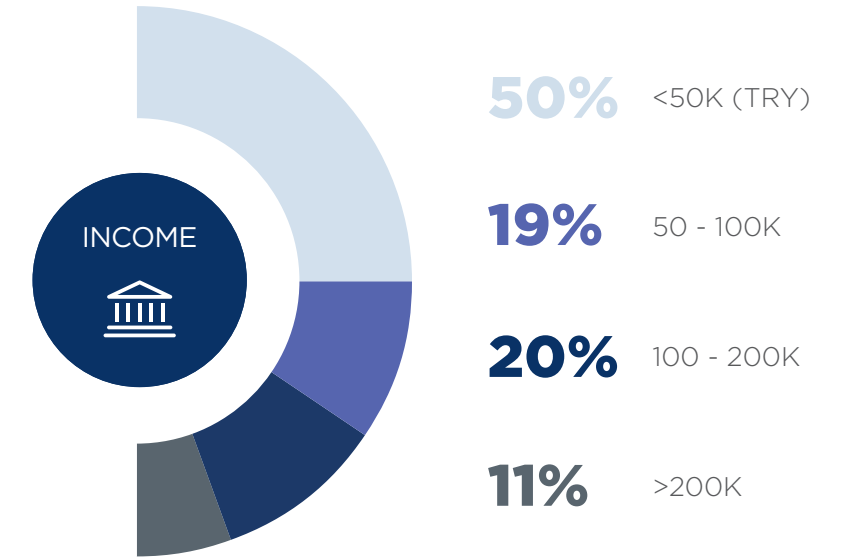
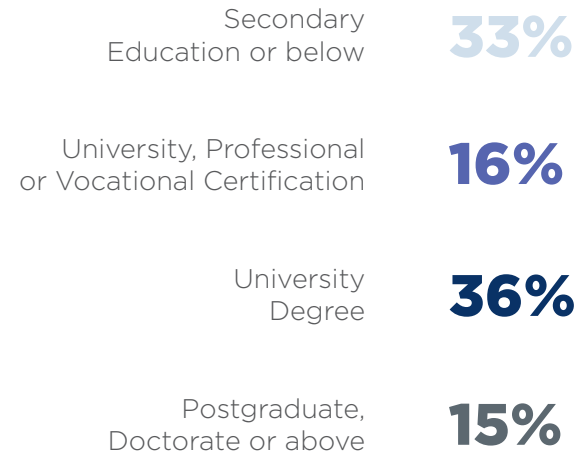
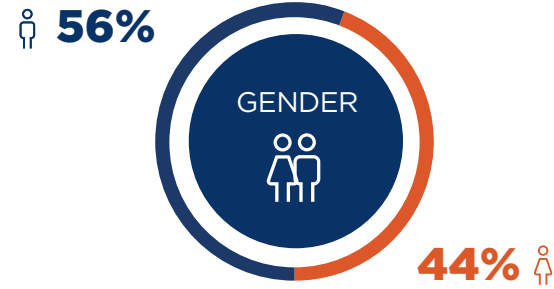
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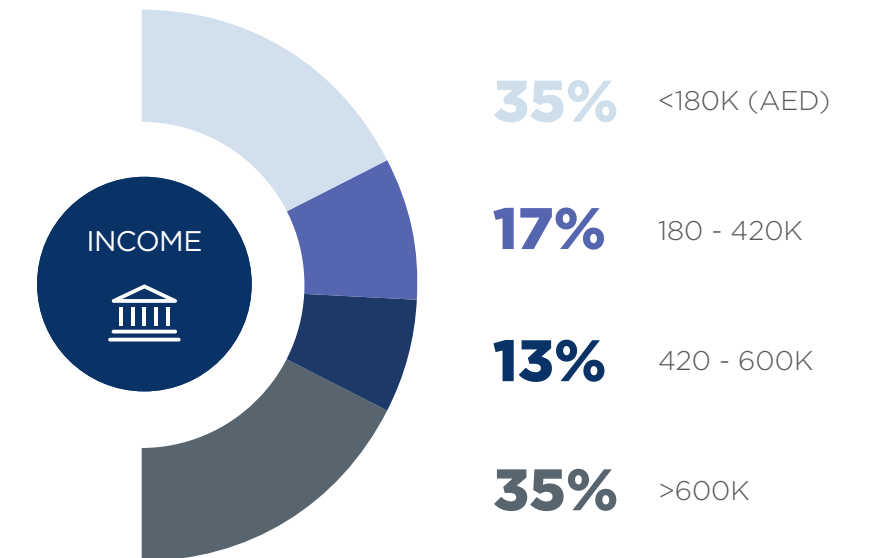
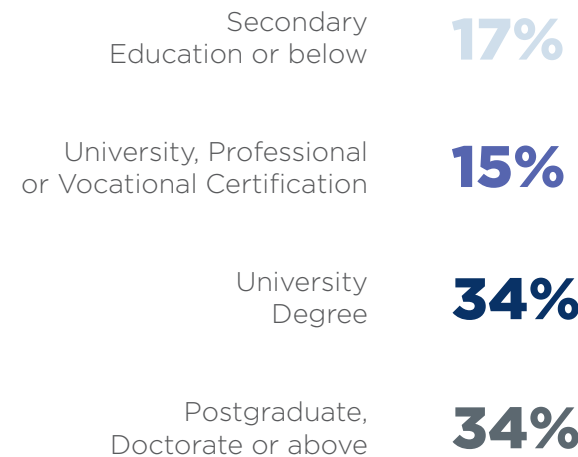
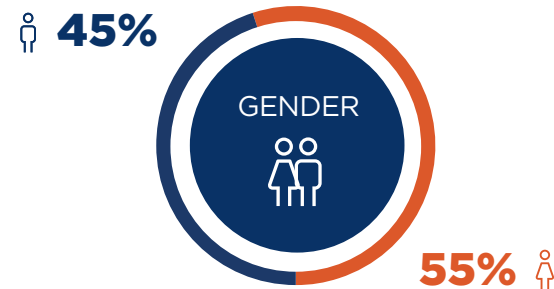
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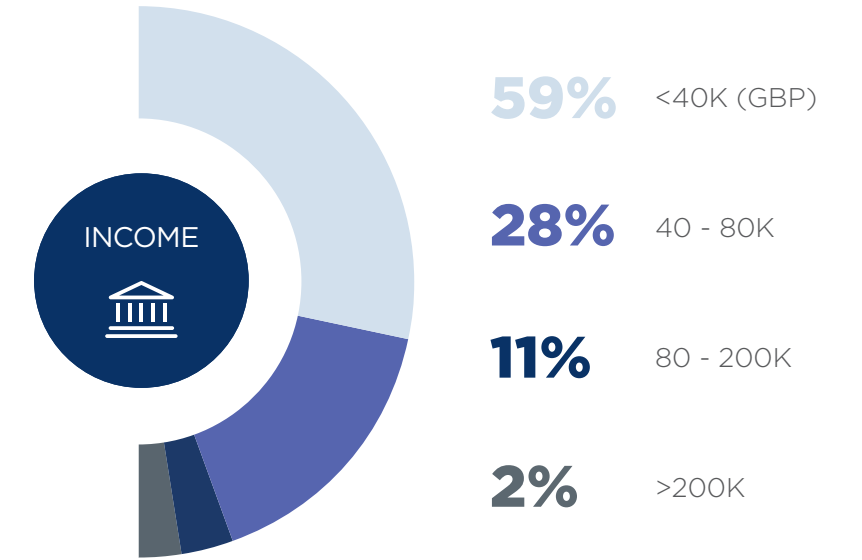
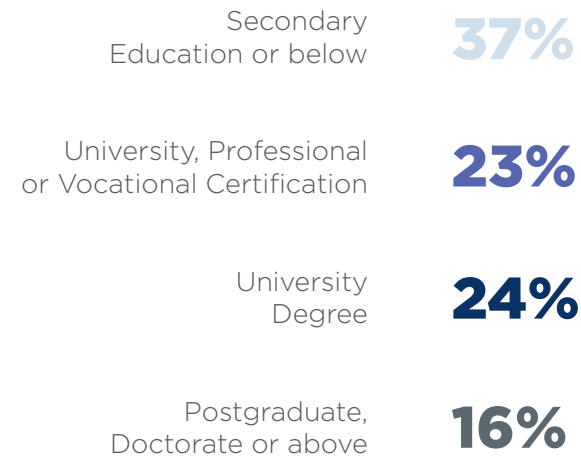
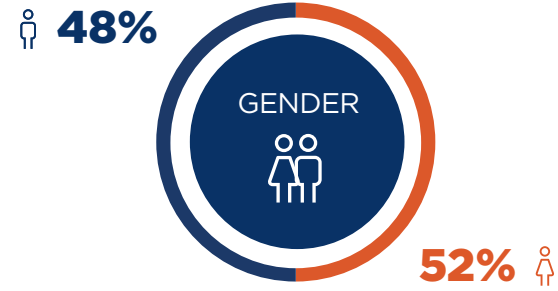
# TURKEY



# UNITED ARAB EMIRATES



# UNITED KINGDOM

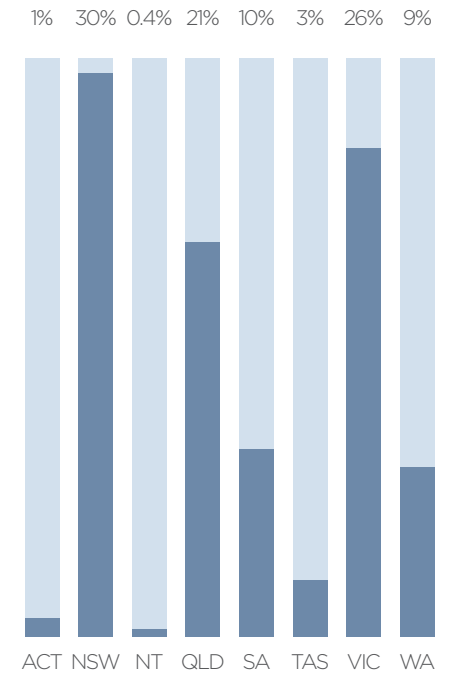
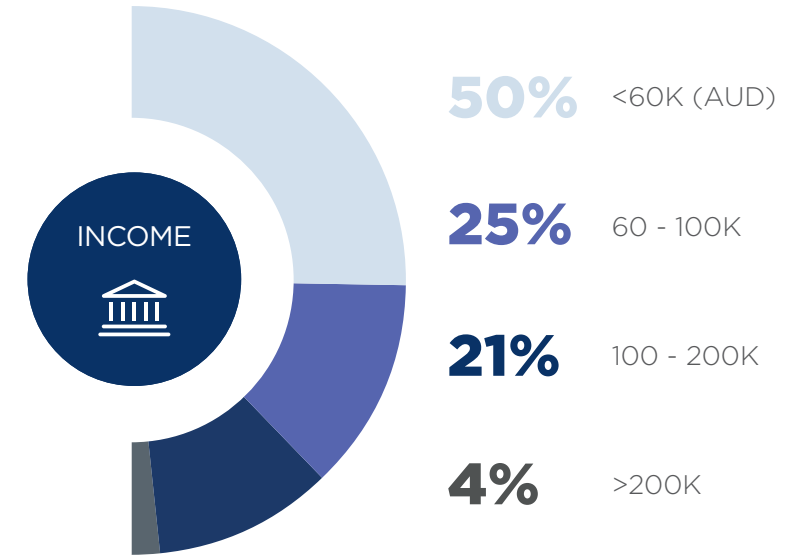
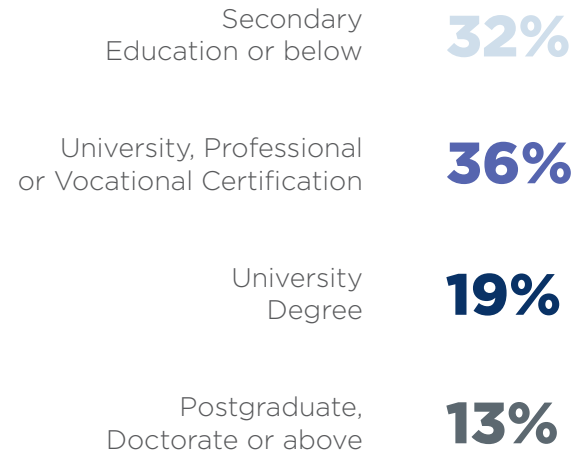


# Panel Demographics By Country

**APAC**



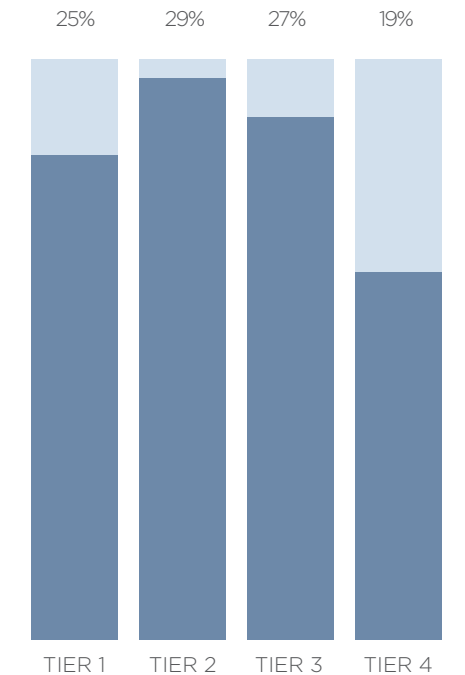
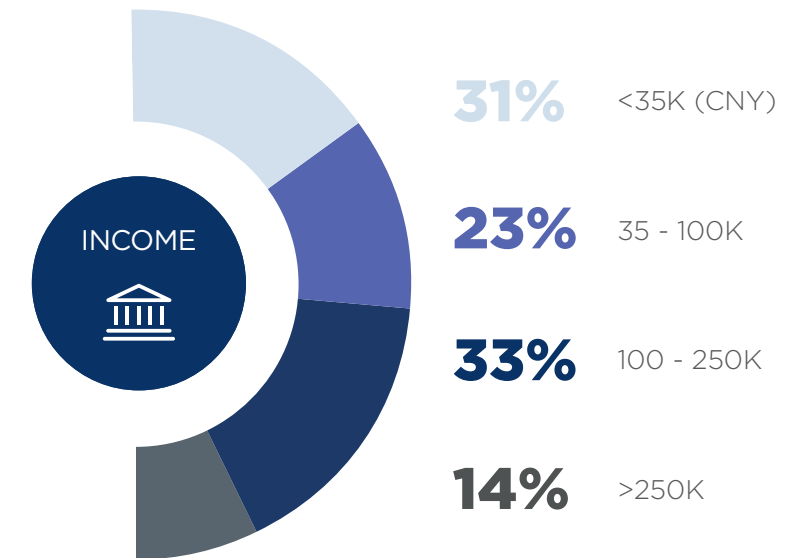
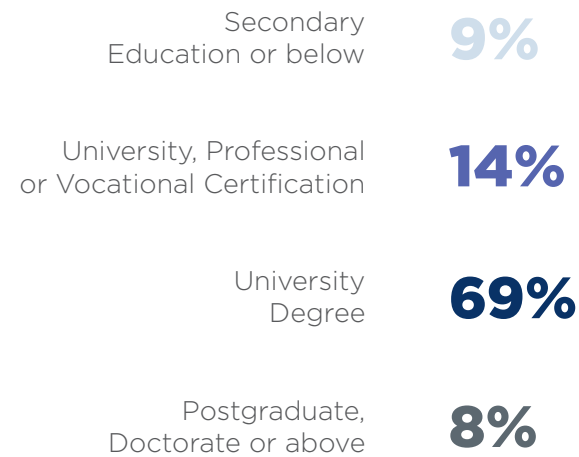
# AUSTRALIA



# CHINA

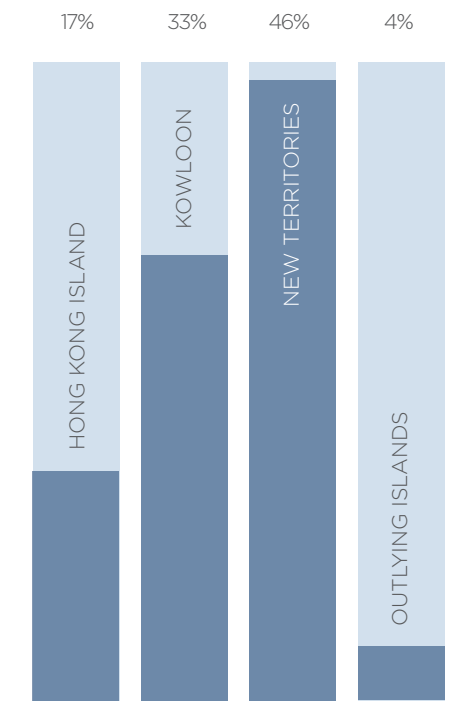
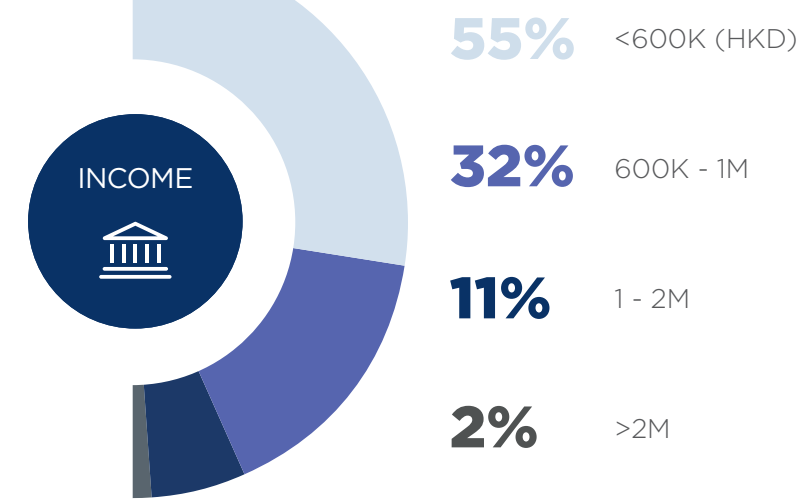
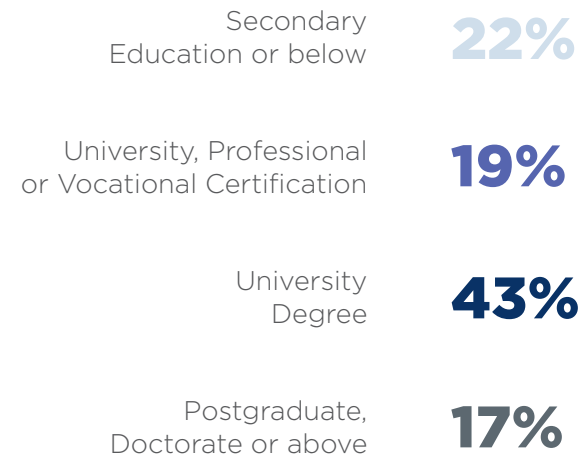


China's location city tiers are based on the average of GDP, Admin-level and Population\*

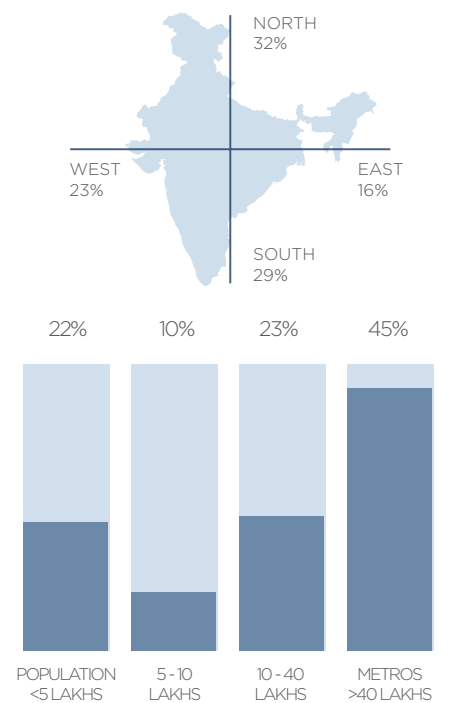
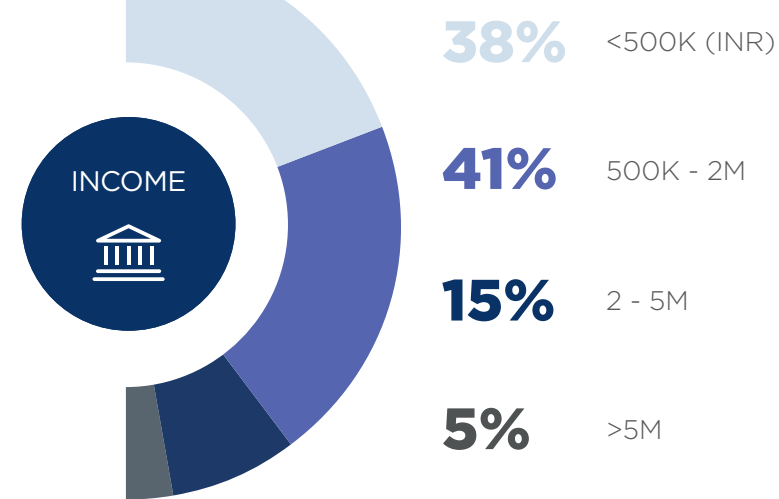
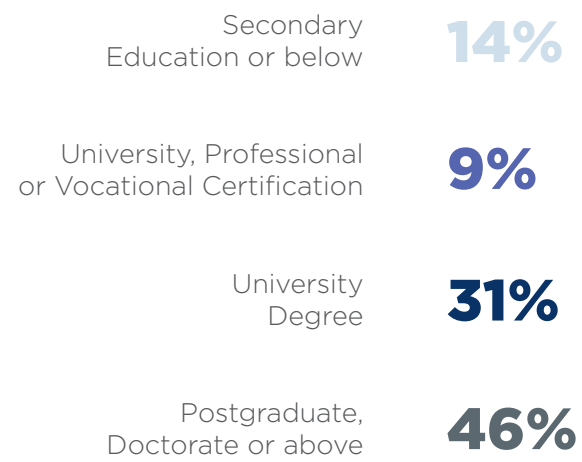




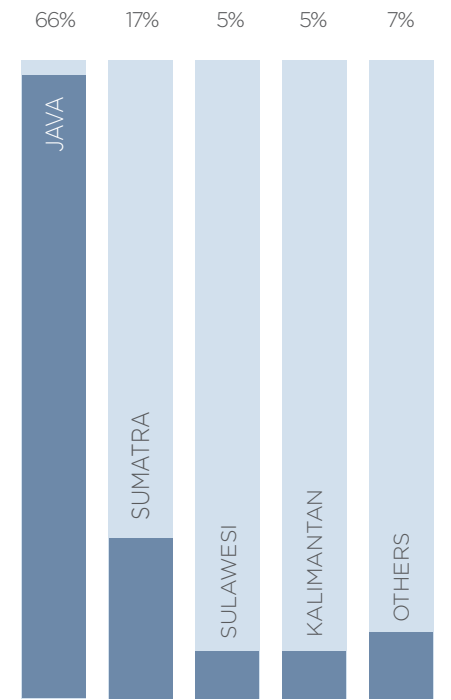
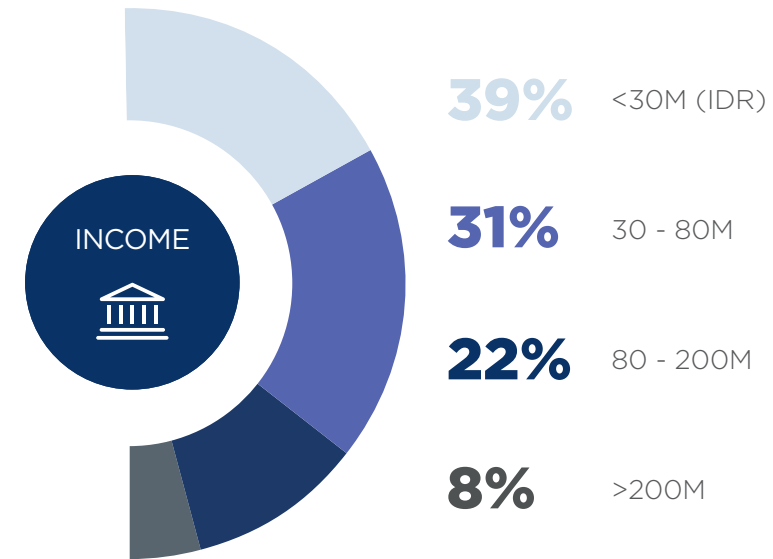
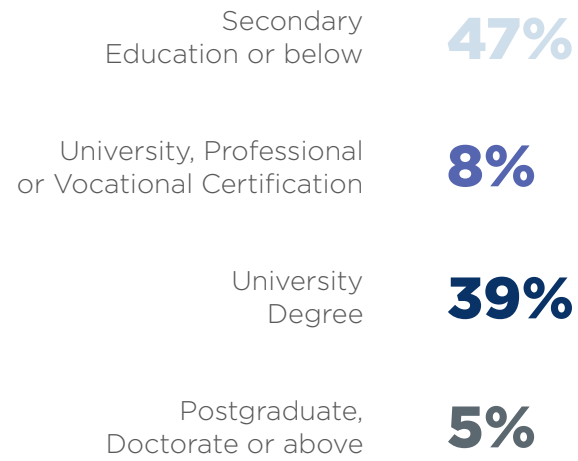
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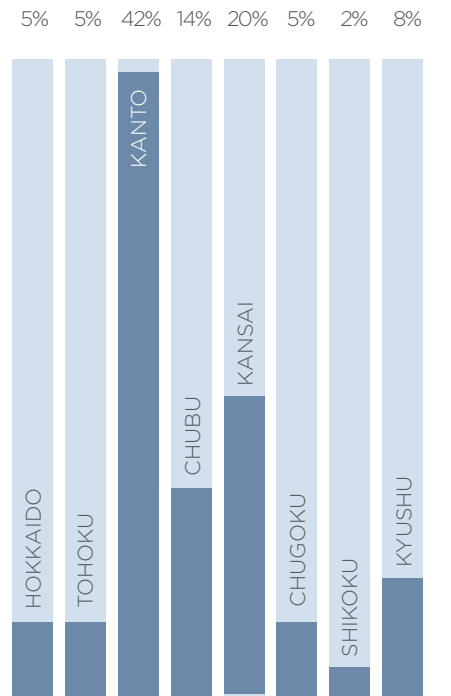
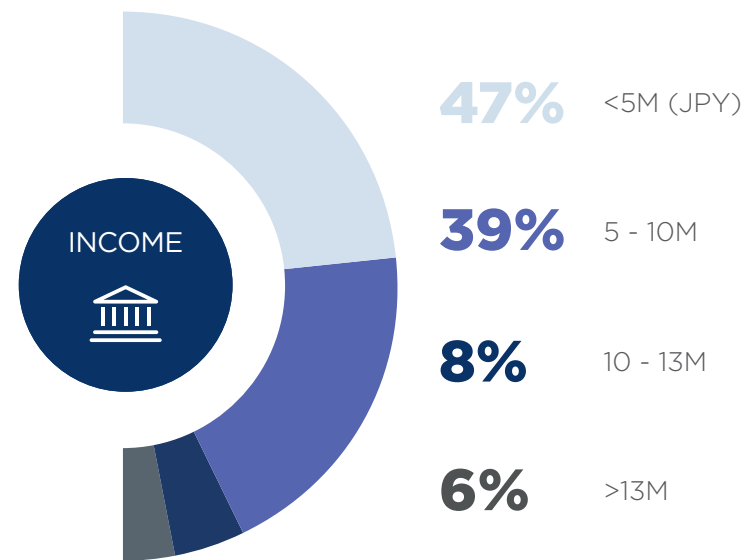
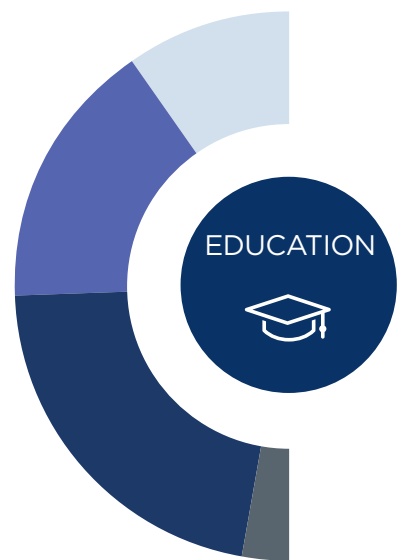
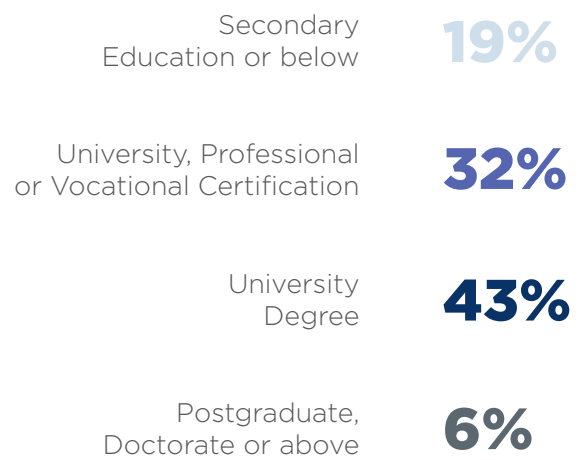
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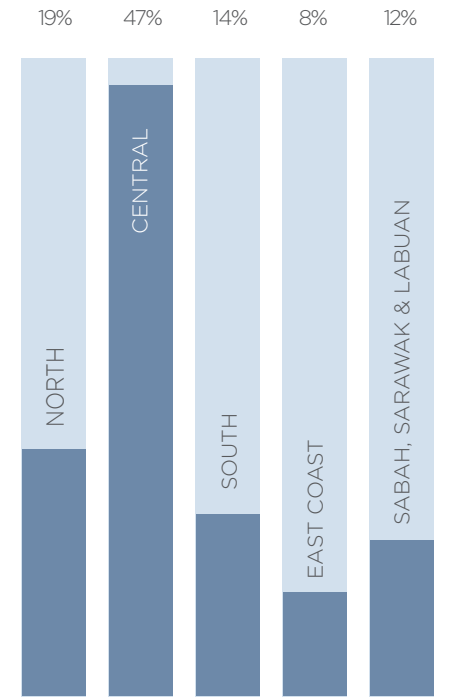
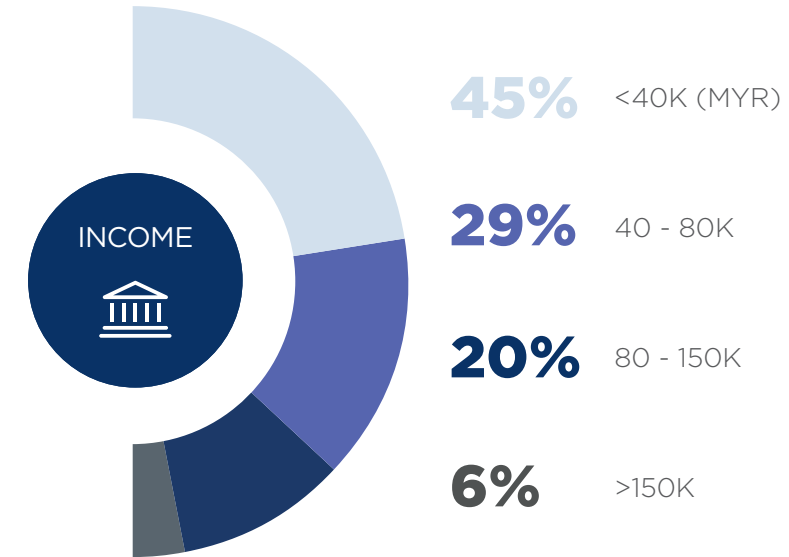
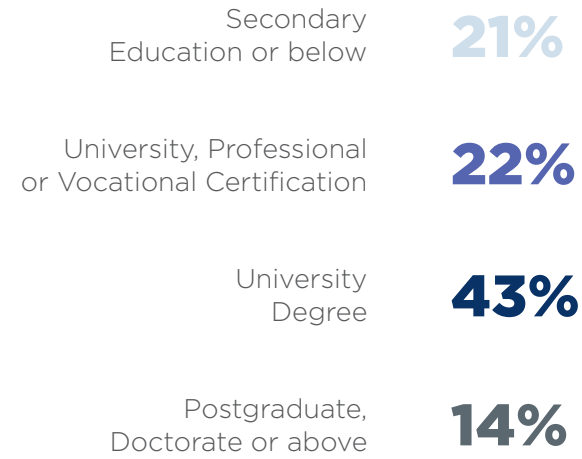
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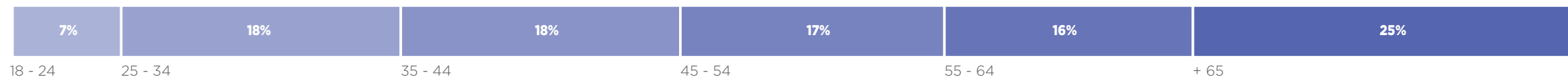
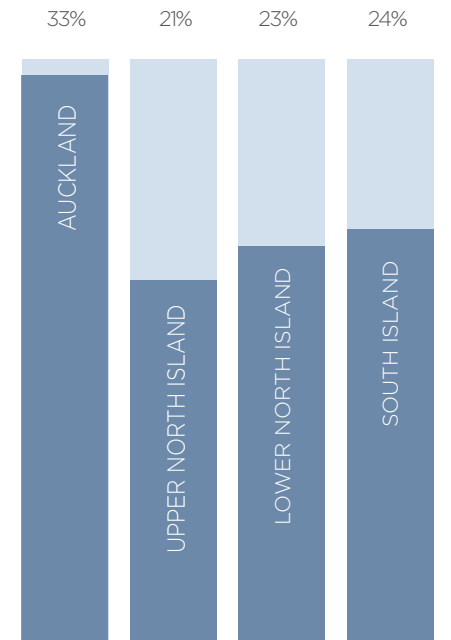
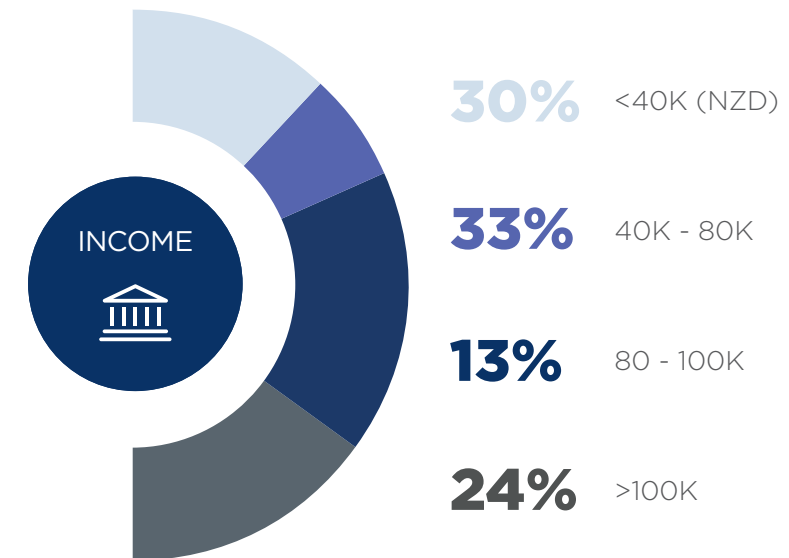
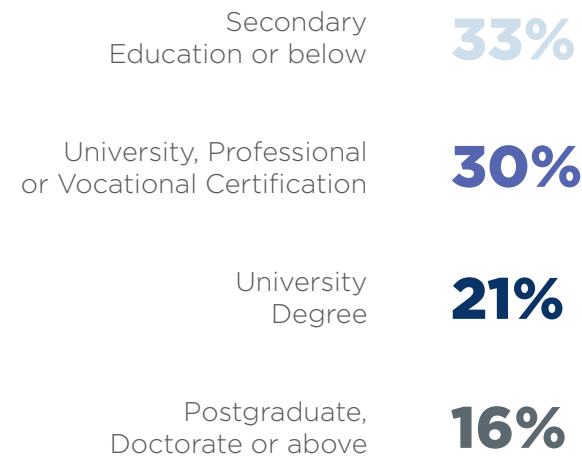
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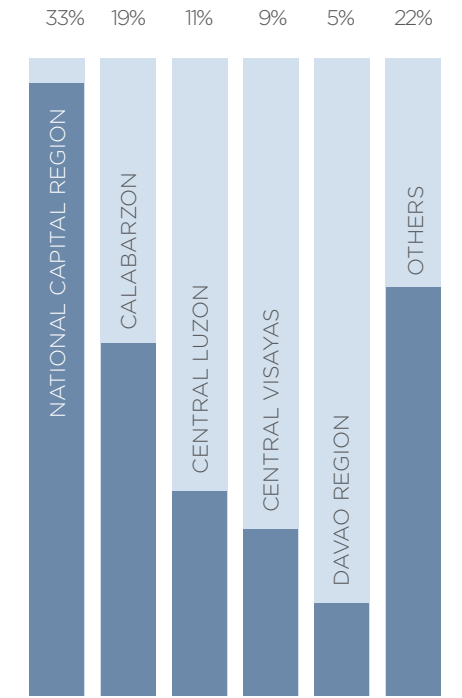
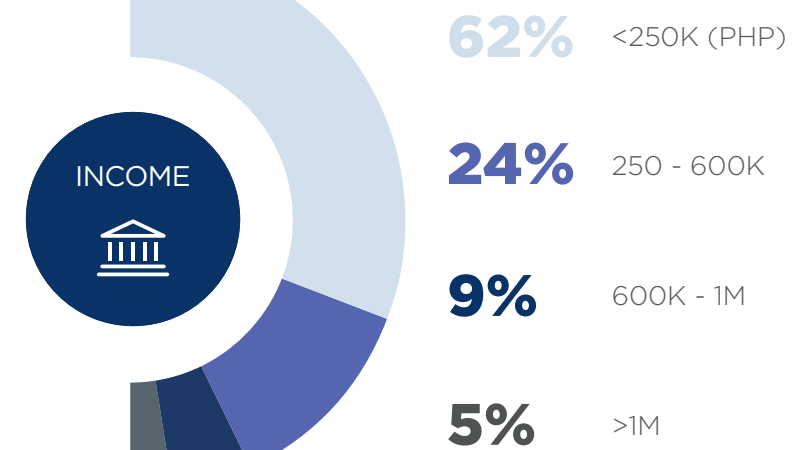
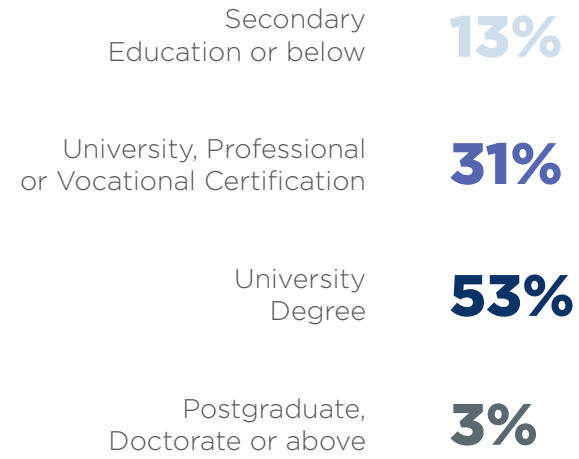
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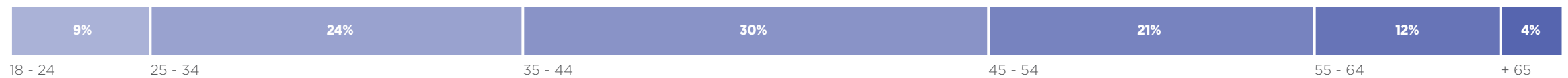
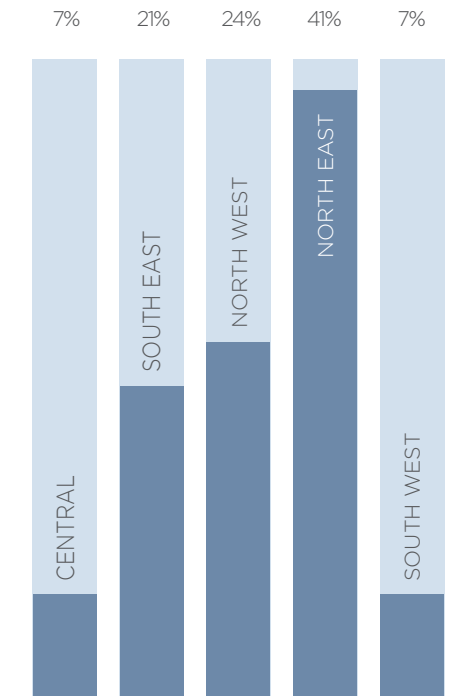
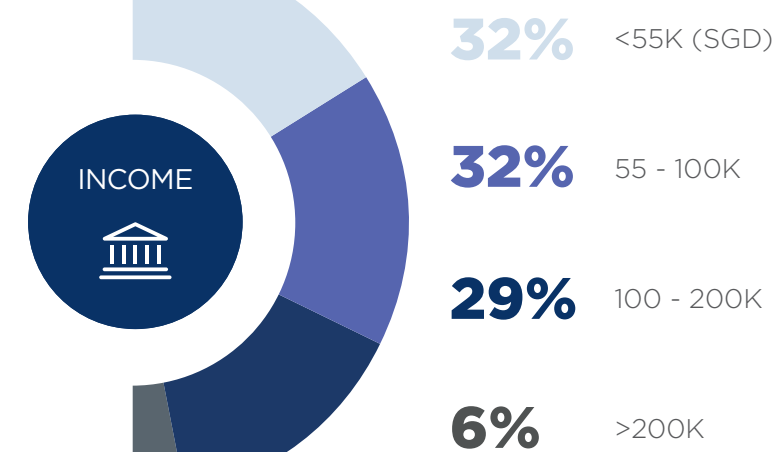
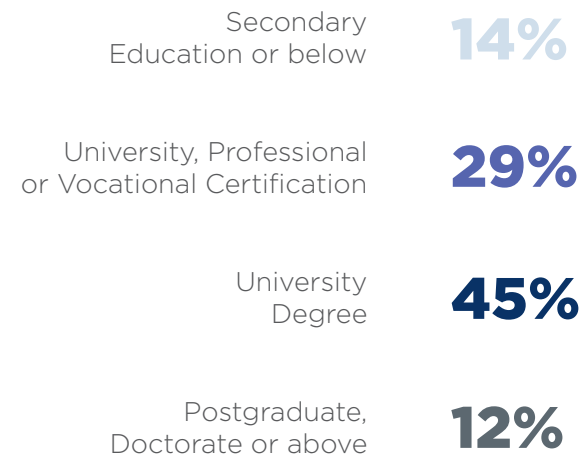
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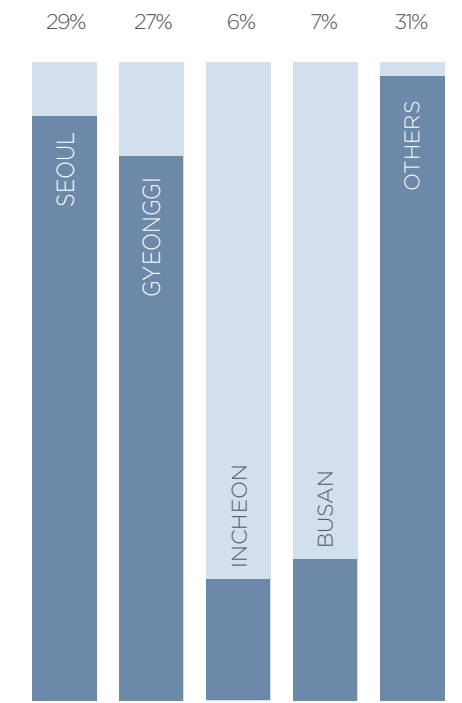
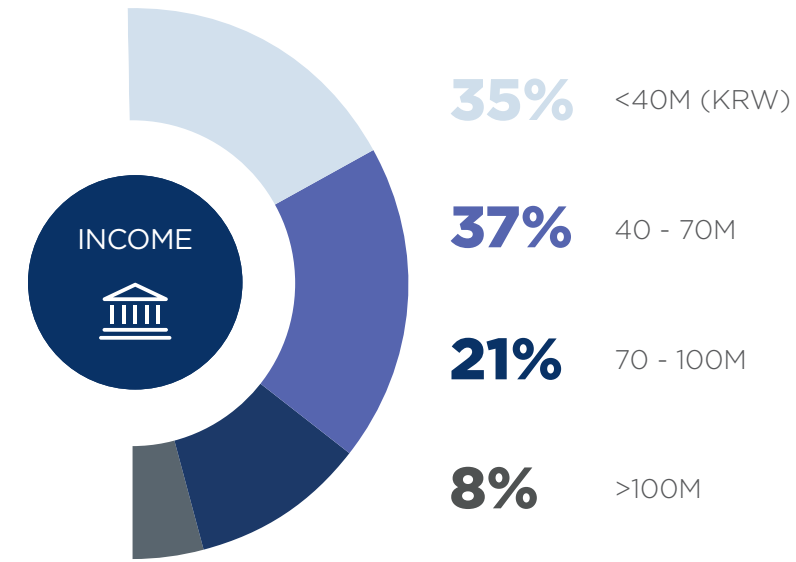
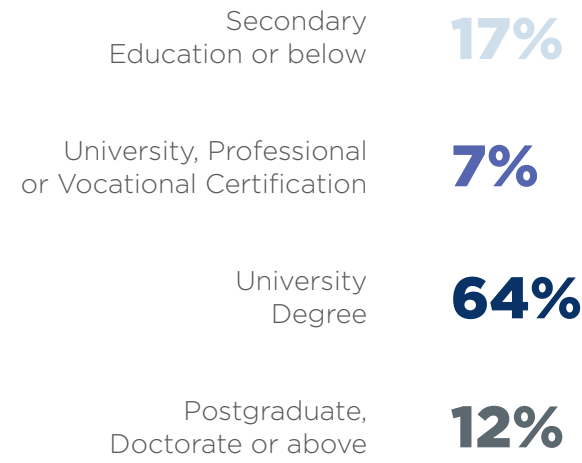
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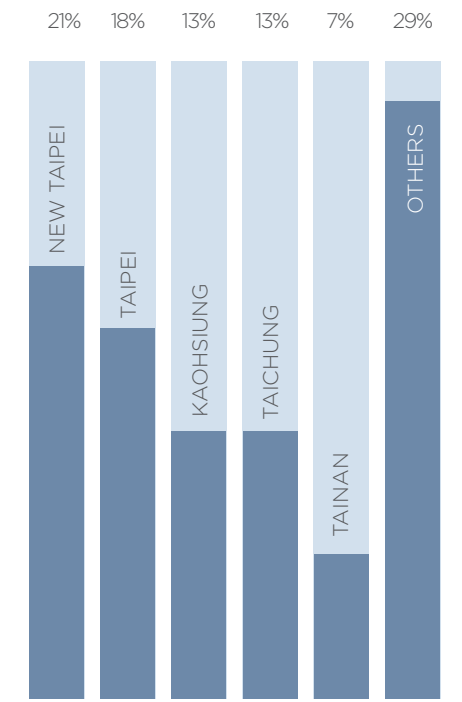
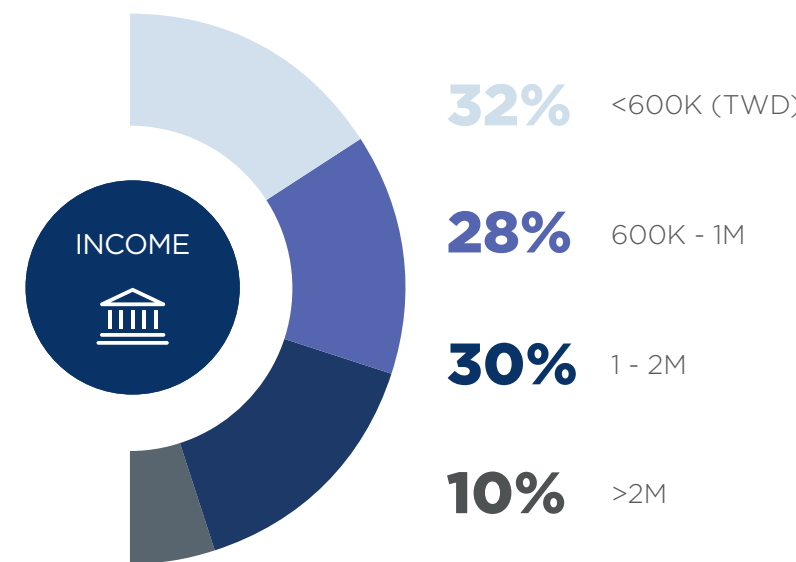
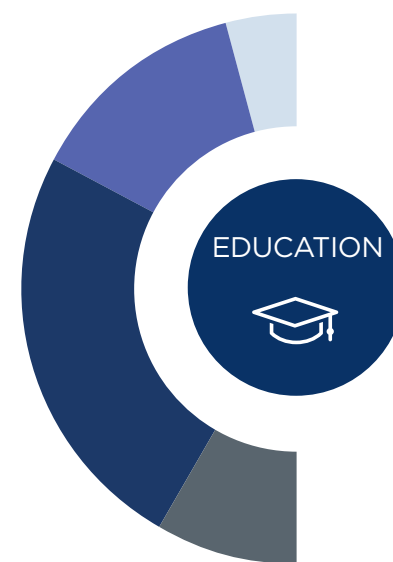
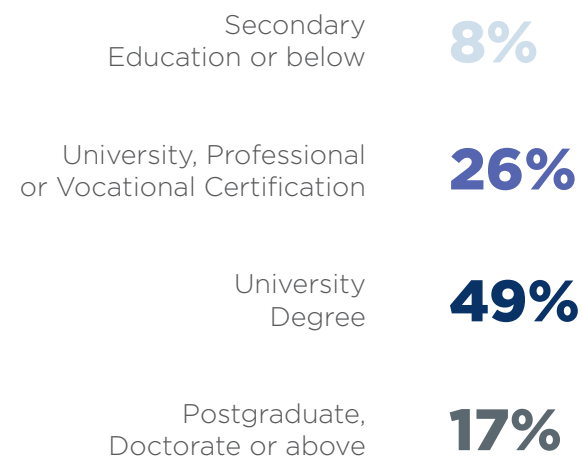
# SINGAPORE



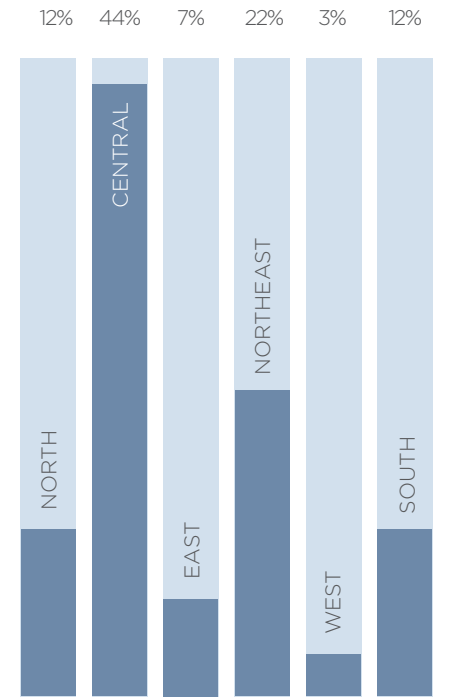
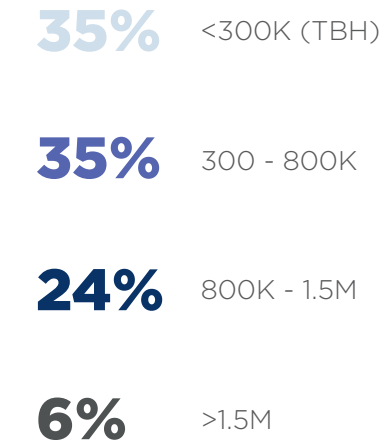
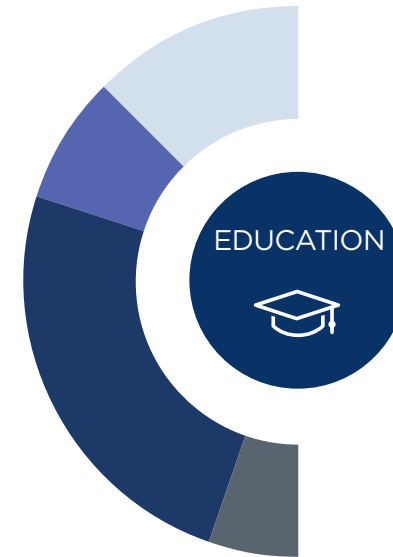
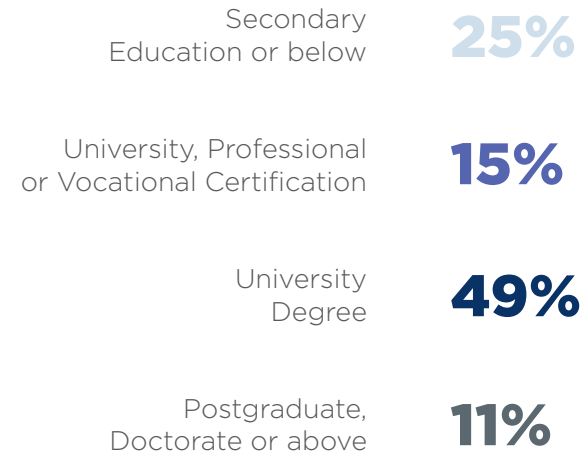
# SOUTH KOREA



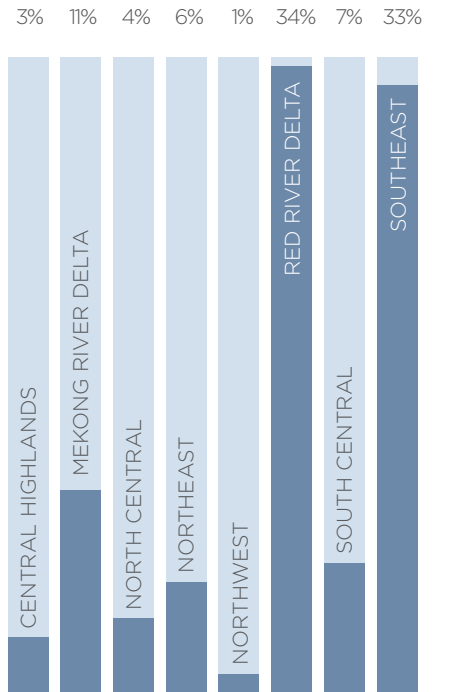
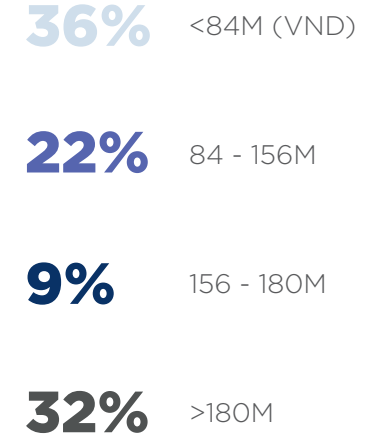
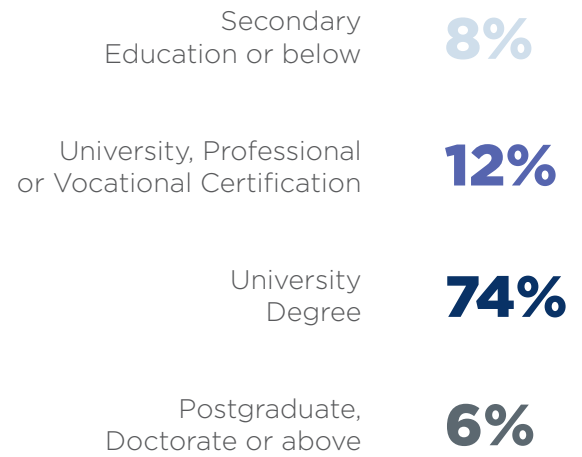
# TAIWAN



# THAILAND



# VIETNAM



## 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.

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