

MakerSights Partners with Dynata to Uncover Untapped Market Opportunity for Global Athletic Apparel and Footwear Brand

THE CHALLENGE

Leveraging Data to Fuel Fast Insights and Smart Product Assortment Decisions

MakerSights, a leading modern research partner for apparel, footwear and accessory brands, helps brands understand consumer needs and product preferences and synthesizes those insights into relevant actionable takeaways designed to inform product decisions. MakerSights partnered with Dynata, a panel provider known for its high quality data and service:

Depth and breadth of panel data to reach niche consumer audiences globally.

Prompt, quick turnaround service time to mirror the fast-paced retail industry.

Reliability to operate as an extension of the MakerSights team.

High-touch service to support MakerSights in finding relevant audiences.

Deep knowledge of data and research operations Partnership to ensure seamless integration of survey data into MakerSights.

THE SOLUTION

Fast Access to Smart Data in Real-Time

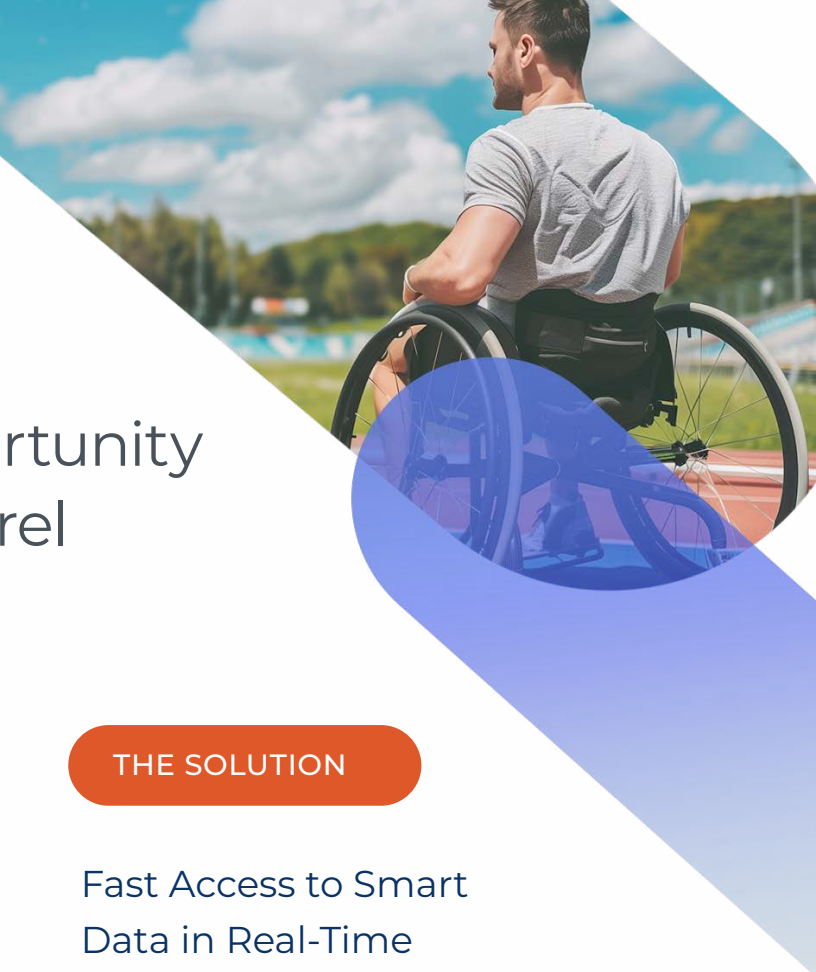
MakerSights wanted a partner not a vendor. They wanted a partner who shared their values and commitment to quality, speed, efficiency, collaboration, and innovation. Dynata was the ideal choice.

Reaching Hard-to-Find Audiences:

MakerSights' customer was a top global sportswear brand who needed to reach a niche audience with only 2% representation in the population – wheelchair athletes.

Dynata sourced the audience delivering 100% of the required data in less than 10 days.

Dynata's recommendations on survey pre-screener design and sample targeting and balancing strategies helped MakerSights reach the right audience and do what they do best: craft short engaging surveys, collect relevant consumer feedback and uncover specific learnings and actionable insights for their customers to use.



Always-On Streaming Data Flows:

The Dynata and MakerSights teams partnered to implement a 1-day set up process to integrate Dynata survey data with MakerSights proprietary insights platform.

With always-on streaming data, MakerSights was able to reach a new niche segment more quickly and derive their actionable product insights and recommendations faster for their customer.

THE IMPACT

Data-Driven Insights Drive Growth

Growth from Niche Audiences: Growth within highly segmented markets can, at times, be difficult to uncover. Using Dynata consumer audience data, MakerSights helped their customer uncover the insight necessary to develop an industry-first innovation for a niche and previously underrepresented audience.

Fast Data-Powered Decisions: MakerSights depends on high quality consumer data to help brands make quick, confident, impactful decisions. With quality data, extensive athlete research and actionable insight, MakerSights' customer designed a uniform that would empower seated athletes with speed, confidence, and ultimate comfort and transformed a piece of clothing into a symbol of empowerment and inclusion.

“

Dynata understands our mission to deliver fast, relevant insights to our customers and their commitment to data quality sets them apart. Their team acts as an extension of our own, providing access to niche audiences that helps us drive success for our brands.”

Sargam Atherton,

Senior Director Customer Strategy & Operations,
MakerSights

WHY DYNATA

Your Partner for Data-Driven Success

Unmatched Audience Reach: Dynata's vast audience reach delivered the niche and hard-to-reach consumer audience data MakerSights needed to uncover hidden market opportunities.

Research and Data Operations Expertise: Dynata's fielding expertise provided MakerSights the quality data they needed, fast.

Managed Service Excellence: Dynata worked as an extension of the MakerSights team, delivering the highest quality consumer data to fuel MakerSights' insights and recommendations.

Discover how Dynata's audience data can empower your brand's product development strategy.

Contact Dynata today



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