



# Informing Investment Recommendations with Global Purchase Behavior and Brand Perception Data – 3 Sectors, 10 Markets

## THE CHALLENGE

### Reaching Diverse, Global Audiences at Speed and Scale

A global investment consulting firm turned to Dynata to better understand consumer purchase behavior and brand perception in the apparel, toy, and athletic retail sectors. Capturing meaningful data from recent purchasers across three industries, in geographies spanning North America, Europe, the Middle East, and Asia, required a rollout strategy that would quickly yield robust data empowering high-impact insights and actionable recommendations for diverse markets.

## THE SOLUTION

### Agile Rollout of Phased Research Enabling Real-Time Adjustments

Dynata designed and implemented three separate surveys, each launched in phases, and in line with the distinct legal requirements and various industry standards relevant to this global project. This agile approach allowed for smooth and efficient iteration, offering ongoing opportunity for optimization and providing the case team optionality to expand or contract the research scope according to budget considerations.

As the project progressed, adjustments were made to ensure representative sampling, including running an auxiliary survey spun up just one day after the

launch of the initial survey. Upon meeting quota targets, survey reach was expanded to tap into additional markets and further round out the data and analysis.

## THE IMPACT

### Understanding What Unites and What Differentiates Global Consumers

Data collected from the surveys armed the case team with the critical insights needed to provide actionable, high-impact recommendations relevant to several of the world's biggest and most important markets: the U.S., Canada, the U.K., Italy, Netherlands, U.A.E., Japan, South Korea, Taiwan and Hong Kong. The resulting data enabled the case team to tailor their strategic recommendations and adapt their guidance across borders to reflect unique market idiosyncrasies. Ultimately, the case team leveraged this data to inform their go/no-go recommendations for their client's investment opportunity.

The case team got the data they needed when they needed it:

6,541 Completed Surveys

10 Global Markets

20 Days



“We knew this was going to be a large study from the start, but as we scoped it out it grew even longer legs. Dynata’s communication and flexibility kept everything in order and allowed us to easily make important decisions within our budget.”

**Associate Consultant**

*Global Investment  
Consulting Firm*

## WHY DYNATA

Discover how Dynata’s audience data can empower your client investment opportunity recommendations.

### **Unmatched Quality, Pinpoint Accuracy:**

With the industry’s highest quality audience data, Dynata’s panel delivers the right audience, ensuring your research hits its mark every time.

### **Multi-Market, Global Expertise:**

At Dynata, we cut through complexity, providing a consistent, comparable view across diverse geographies, and in record time.

### **Your Strategic Partner, Not Just a Vendor:**

Dynata works as an extension of your team, delivering the highest quality audience data to fuel your high-impact insights and recommendations.

**Power Your Investment Recommendations with Dynata**

Contact Dynata today



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