

EBOOK

Dynata's Approach to Data Quality



Confidently harness the power of first-party data to make informed, intelligent business decisions.

With an unrivaled method for ensuring data quality, Dynata is the most trusted source for reliable, trustworthy human-sourced first-party data worldwide.

At Dynata, we've developed a sophisticated, multi-layered data quality system that continues to evolve. By combining our people, process, and products with the latest AI and machine learning technology, our systems continuously get better over time, staying a step ahead and delivering high-quality data.

Data reliability

Dynata boasts a **96% sample data acceptance rate**. Dynata's data rejection rates are 4%, while 15 – 20% of competitors' data is rejected (3-5x Dynata's rejection rate).

Labor reduction

Dynata clients report an **85% reduction in time spent** manually checking data.

Time savings

Dynata clients that have used QualityScore™ have seen a **40% reduction in manual, post-survey data reconciliations** ensuring efficient field/no return to field. **We get it right the first time.**

Dynata's approach to data quality delivers benefits that drive smarter, more informed decision-making, including:

- **Unrivalled respondent access and scale** – We recruit and deeply profile our first-party panel and connect you with the respondents you need – worldwide.
- **Respondent accuracy** – Unique and validated, we know and have a relationship with our respondents and take steps to ensure the thoughtfulness of response.
- **Representativeness/projectability** – We can work with you to ensure the representativeness of your data and your targeting represents the audience you wish to study.
- **Consistency** – The studies you run with Dynata are executed to ensure consistency which is critical when comparing wave-on-wave data or tracking studies.
- **Exacting feasibility** – We accurately assess our ability to deliver the respondent data you need on time and on budget.
- **Privacy and security compliant** – We are GDPR compliant and take the need for ongoing rigor as it relates to member privacy seriously.

Data quality starts at the source

OUR PANELISTS

The industry's preeminent data asset - Data quality starts with respondent recruitment and authentication. We monitor and engage panelists at every step of the research journey, from sign-up to sampling through to the survey and reward redemption and have built a panel of 68+ million that spans 88 markets.

Diverse respondent sourcing – Through our proprietary loyalty approach, Dynata draws from a broad range of potential panelists globally, ensuring audiences with diverse cultural backgrounds are represented across our ad hoc networks. We recruit from more than 2,000 sources while many other providers are highly concentrated. Further, we review our partners regularly to ensure they meet our exact standards. In 2023, we paused or eliminated over 100 Partners from our ecosystem to maintain our quality commitment.

The riskiest data comes from someone you don't know – data coming from exchanges lacks insight into respondents' tenure, profile, and prior response history. **Roughly 70% of all completed surveys from Dynata are produced by panelists who have been active members for more than 1 year.**

Industry-leading panelist engagement, compensation, and retention – We invest heavily in quality recruitment, panelist relationships, and fair compensation to achieve the highest member engagement and retention. The riskiest data comes from someone you don't know – data coming from exchanges lacks insight into respondents' tenure, profile, and prior response history. Roughly 70% of all completed surveys from Dynata are produced by panelists who have been active members for more than 1 year. Less than 15% of our monthly proprietary panel production comes from members recruited in that month.

Unmatched panelist profiles – On average, Dynata has collected 647 self-reported profile points on each of our active proprietary engaged panelists and can deploy surveys to targeted respondents in real-time.

Future-proofed, privacy compliant data – Dynata is truly a future-proofed, first-party data provider, producing panel assets that are wholly owned, operated, and managed using in-house platforms, terms and conditions, and privacy policies. Panelists interact with Dynata's owned/operated platforms in preparation for the phase-out of third-party cookies.

AI to improve the member experience – At Dynata we use AI and ML not only for quality assurance purposes but to match respondents with the surveys that they are likely to qualify for and participate in to optimize both participation and engagement.

AI at the core - self-improving technology

OUR TECH

We've developed highly sophisticated ML-based fraud detection & scoring systems with tight integrations at each panelist touch point which span deduplication, bot prevention, recruitment quality management and real-time open-end quality evaluation. Many competitors tout quality systems – however they lack the holistic, end-to-end integration needed to be truly effective. Our systems deliver the highest data acceptance rates in the industry.

Government ID validation – Dynata's the first in the industry to fully-adopt and integrate a global bank-tested, global, AI-driven identification system. When a Panelist triggers any of our strict ML model rules, they are required to successfully-validate their identification, with Government-Issued ID, before they can continue to participate in surveys.

Virtual resume – Virtual Resume leverages a sophisticated combination of external datasets (e.g., LinkedIn), paired with contextual, expert-provided, knowledge-based screening, to ensure that a panelist's profile matches their real-world experience.

Award-winning QualityScore™ ML model

– QualityScore analyzes 175+ data points to identify survey fraud and inattention. Fraudulent and low-quality respondents are removed and replaced live during fielding, resulting in extremely high sample accuracy, reduced field times and less time spent cleaning the final data set. Clients have estimated that this results in time savings of up to 85%.

Fraudulent & low-quality respondents are removed & replaced live during fielding, resulting in extremely high sample accuracy, reduced field times and less time spent cleaning the final data set. Clients have estimated that **this results in time savings of up to 85%.**

Survey-level quality controls – Dynata leverages encrypted end links, digital-identity profiles, and two-factor authentication to further prevent fraud on the survey level.

AI and ML used to fight future fraud – Rejected IDs are fed into our machine-learning models for training, constantly improving our monitoring and keeping it abreast of the latest problematic trends. This also helps identify any sources that merit deeper investigation.

UNMATCHED SERVICES, INVESTMENT, & CONTINUOUS IMPROVEMENT

- **Dynata's Global Project Managers are the best in the industry** – Backed by over 45 Years of experience and operating on the most sophisticated and flexible project management system, our experienced Project Managers can make a massive difference in targeting accuracy, representativeness, and the quality of the data you receive.
- **Singular focus on delivering high-quality data.**
 - We are laser focused on delivering quality data and invest significant time and budget in our engineering, quality platform and panel infrastructure as well as our people and global teams to maintain a competitive advantage.
- **Continuous improvement** – Dynata's quality commitment is the result of several factors working in unison to ensure that the data from every Dynata project is the most reliable and consistent in the entire market research industry. The comprehensive quality data approach that we have developed ensures that organizations can make sound decisions with the highest confidence.

Here's what clients are saying about Dynata

"We trust Dynata with our most difficult projects because they have the people we need to reach, and their feasibility estimates are always accurate. We are never waiting for additional data."

"I've come to Dynata when other sample providers have failed to deliver or missed the mark. Every time Dynata has stepped in and over-delivered."

AWARDS & ACCOLADES



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. Learn more at www.dynata.com.

For more information about our panel capabilities, speak to your Dynata contact or get in touch at info@dynata.com.