



dynata[™]

HOW WE HELP OUR CUSTOMER

Mindshare Ireland

Delivering Best in Class Data Analysis for Mindshare Ireland

MINDSHARE



CUSTOMER
RECEIVED:



Instant visualization
of survey results



Powerful
storytelling



Improved strategic
decision making

Mindshare Ireland partners with Dynata for powerful data visualization and storytelling across all media studies.

PROBLEMS/CHALLENGES

Mindshare Ireland, an award-winning global media agency, were seeking to transform the way they visualize data from their robust audience research to make informed targeting decisions. Living by the manifesto, “The audience is our number one client,” Mindshare Ireland was seeking a best in class data analysis and visualization tool for their largest annual research called ‘Day in a Life’ (DILO). DILO, Mindshare Ireland’s most important study, enables Mindshare to form world-class media plans for their clients. Spanning 29 forms of media, it identifies consumer consumption behaviors, uncovering how consumers are using media each hour of the day, which devices they use and multi-screening activities for each medium.

Mindshare Ireland’s biggest challenges included a lack of flexibility, difficulties with data-sharing and disjointed collaboration caused by data analysis and visualization limitations of their existing tool. These barriers to efficiency ultimately resulted in less time and resources to dedicate to strategic data analysis. To streamline and optimize these processes, Mindshare Ireland aimed to find a state-of-the-art software that provided them with an enhanced user experience and more sophisticated – and automated – data visualization functionalities.



Lack of
flexibility



Difficulties with
data-sharing



Disjointed collaboration
with existing tool

SOLUTIONS

Mindshare Ireland adopted Dynata's Reporting and Analytics solution for their DILO study to explore and share findings within their agency, encouraging collaboration and providing meaningful insight and business intelligence. Dynata offers easy and powerful data visualization and reporting for researchers and agencies by transforming any survey into real-time interactive dashboards for enhanced data storytelling. With seamless integration, leading survey platforms and data formats, allowing for easy uploads, data editing, and instant access to survey results.

RESULTS

Dynata allowed Mindshare Ireland to:



Save time in data analysis, leaving more time for strategic decision making



Improve the packaging, socializing and sharing of data within the agency to fuel collaboration



Effectively present findings with the ability to automatically build custom charts, tables and dashboards in template of choice

Since partnering with Dynata, Mindshare Ireland has adopted Dynata's Reporting and Analytics solution for all research studies across the agency.

CLIENT TESTIMONIAL



“Since onboarding Dynata’s Reporting and Analytics solution, we have used it to run data analysis for all our studies as well as for DILO and we have been able to see the stark difference between Dynata and the software we were using prior to it. It has definitely allowed us to save time while giving us flexibility with the way we do data analysis, visualization and data sharing.”

- Eimear McGrath, Research Director, Mindshare Ireland

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