Delivering online B2B and B2C sample from a robust collection of high-quality data for maximum feasibility, sustainability, representativeness and consistency.
Who is Dynata?

Dynata is one of the world’s leading providers of first-party data contributed by consumers and business professionals. With a reach that encompasses 60+ million people 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 core first-party data offering to bring the voice of the customer to the entire marketing spectrum, from market research to marketing and advertising. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting & investment firms and healthcare and corporate customers in North America, South America, Europe, and Asia-Pacific.
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 more than 45 countries around the world, quickly and efficiently.
Dynata has a variety of sample sources such as panel, web intercept sample, and specialty lists available to meet your unique project requirements. Each of our recruitment channels delivers a different population and slightly different results, thus increasing diversity and representativeness.

<table>
<thead>
<tr>
<th>SOURCE NAME</th>
<th>RECRUITMENT</th>
<th>REWARDS</th>
<th>STRENGTHS</th>
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<tbody>
<tr>
<td>Loyalty Panels</td>
<td>By invitation to 1000’s of loyalty program members in travel, entertainment, media and retail.</td>
<td>Points or miles relevant to the program source.</td>
<td>More affluent. High quality. Because leverage loyalty source quality controls.</td>
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<tr>
<td>Organic, Open Enrollment &amp; Partnerships</td>
<td>1000’s of websites, social media influencers and mobile apps.</td>
<td>Reward points to redeem for cash and prizes, iTunes credits.</td>
<td>Less affluent. Younger, more ethnic minorities.</td>
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<tr>
<td>Affiliate Network</td>
<td>Broad range of websites, incl. schools, communities. Member logging into communities with valid username and password invited to participate.</td>
<td>Reward points to redeem for cash and prizes.</td>
<td>Engage people who might not otherwise take part. Younger audiences. More frequent internet users.</td>
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</table>
Our loyalty panels are actively managed, high-quality online access panels built from two decades of experience. We run “by-invitation-only” recruitment campaigns via direct email and achieve this by partnering with over 75 globally recognized consumer and business-facing brands. Additionally, our panels are localized – not just translated – with native language panel support and country-specific reward choices. This ensures our participants are attentive and content, resulting in accurate, thoughtful answers and, ultimately, high-quality data.

We track and store all participant activity and assign a unique ID which stays with them throughout their entire membership. These tracking records consist of profile information provided during enrollment, profile updates, survey screeners, past survey participation, and client feedback. In addition to this, our member privacy policies ensure participant’s identities are protected when supplying data to our clients.
Our Approach to Data Quality

Data quality is at the forefront of Dynata’s role as a global leader in first-party data and data services. Our recruitment methodologies ensure our data assets are comprised of real people who are giving reliable, accurate responses. We adhere to the highest standards of sampling science across every aspect of every project and sponsor extensive “research on research” revealing critical insights into better sampling and survey design.

Dynata works to optimally blend our proprietary sample sources by conducting comparability tests and modeling the blend that will achieve the closest match to census and social benchmarks.

As part of the Total Research Quality system, we monitor the quality of our data through various quality checks to save you time and give you confidence in data accuracy such as participation limits, screening questions, digital fingerprinting, random and illogical responding, capturing and removing flatliners and speeders. We also regularly measure participant satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys, and our level of responsiveness to any questions or concerns they share with our Member Services team.

TOTAL RESEARCH QUALITY® SYSTEM COMPONENTS

Our Total Research Quality® system is a comprehensive integrated system of tools, metrics, procedures, and policies that operates throughout the entire lifecycle of each participant across every project we complete to ensure our clients are receiving the highest quality data available. The system begins long before the data is collected and ends long after the analysis is complete.
We are the only market research online sample supplier evaluated by MarketResearchCareers.com (MRC) to win an award for four consecutive years, with 2018 marking the fifth year as the combined company Research Now SSI, now known as Dynata. We also topped its nearest competitor in the “Best Quality Deliverables” category by over 20% in the 2018 survey.

Dynata ranked #5 in the 2018 GreenBook Research Industry Trends (GRIT) Top 50 Most Innovative Suppliers in Market Research. This industry recognition acknowledges our efforts to lead the market research industry in innovation based on our ongoing commitment to developing solutions that give our clients a competitive edge.
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

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
  • Virtualization Software
  • Unified Communications

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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<tr>
<td>Vietnam</td>
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