



dynata™



Samplify®

Samplify® is a powerful insights platform that provides 24/7 access to integrated market research tools and technology. From authoring your survey to selecting your target audience, and viewing your results through advanced data visualizations, the Samplify platform gives you the control to conduct research when and where you need it at the speed of your business. Samplify is easy-to-use whether you're a master market researcher or new to research and provides the power of quality customer insights right at your fingertips.

24/7 Access to High-Quality Panels

Global Audience & Precision Targeting

Samplify provides real-time access to high-quality, first-party data from audiences across the globe. Easily filter your audience by the characteristics you care about and start fielding your survey at your convenience.

Instant Sample Access

Gaining customer feedback to make better decisions is an important part of business strategy. Samplify gives you access to your target audience to immediately start gathering customer insights. Send any survey to the industry's leading global panel of quality respondents 24/7 without the need for external coordination.

Panel Quality

With Samplify, you can be confident you are gaining full access to Dynata's quality panel audiences that have made us the market leader for decades. With millions of qualified market research participants from around the world, your survey will be connected with one of the largest consumer panels in the industry. Over time, we have collected billions of data points on our target audiences, and we continually profile them in real-time to target any audience our customer's need.

Targeting and Segmentation

Samplify's precision targeting gives you the flexibility to choose from a wide range of respondent demographics for optimal audience selection. Select from a variety of features such as gender, age, income, education, marital status and more. Its intuitive interface allows you to further refine your audience and manage quotas for a more accurate sample representation.

Target on attributes like the following:



AUTOMOBILE
OWERSHIP



BIRTHDAY



BUSINESS TO
BUSINESS



CELL PHONE
PROVIDER



CELL PHONE
TYPE



CHILDREN IN
HOUSEHOLD



COUNTRY



COMPUTER
OWNERSHIP



EDUCATION
LEVEL



EMPLOYMENT
STATUS



ETHNICITY



GENDER



GEO-TARGETING



GROCERY
SHOPPING



HOME
OWNERSHIP



INCOME LEVEL



LANGUAGE



MARITAL
STATUS



MEDICAL
CONDITIONS



PET
OWNERSHIP

Project Dashboard

Dynamic dashboards give you visibility into important KPIs to evaluate your project's performance every step of the way. Review other important project details such as conversion rate, completion totals, CPI and more. Easily manage all your research projects in one place for better control and assessment.



The Simplify platform gives you the speed and flexibility needed to keep up in a fast-paced, data-driven world. Feel confident executing your research project on your own.

DIY Survey Authoring

Powerful & Easy-to-Use Technology

Simplify is an intuitive survey authoring tool that enables customers to execute their own online or mobile surveys on any budget. 24/7 access gives you the freedom to create a survey whenever, wherever you want to help you gain deeper insights at your own convenience. Simplify's wide variety of question types, layout features, and content designs can be customized and tailored to your company's specific needs and research goals.

Survey Authoring Made Easy

Creating an effective and compelling survey shouldn't require complex coding and years of experience. Both expert researchers and those new to data collection can quickly execute high quality surveys in a matter of minutes. Its user-friendly features guide you through the process of building your survey, targeting your audience, and analyzing your results.

Brand Study

Brand Study Survey

Expand questions

Off

Preview

Save & Exit

Single Selection

Single Select Grid

Rating

Short Text

Drop Down

Multiple Selection

Multiple Select Grid

Message

Long Text

Semantic Differential

Page 1: Welcome Screen

Q1

Welcome to the survey. Please answer the following questions to the...

+ Add Page

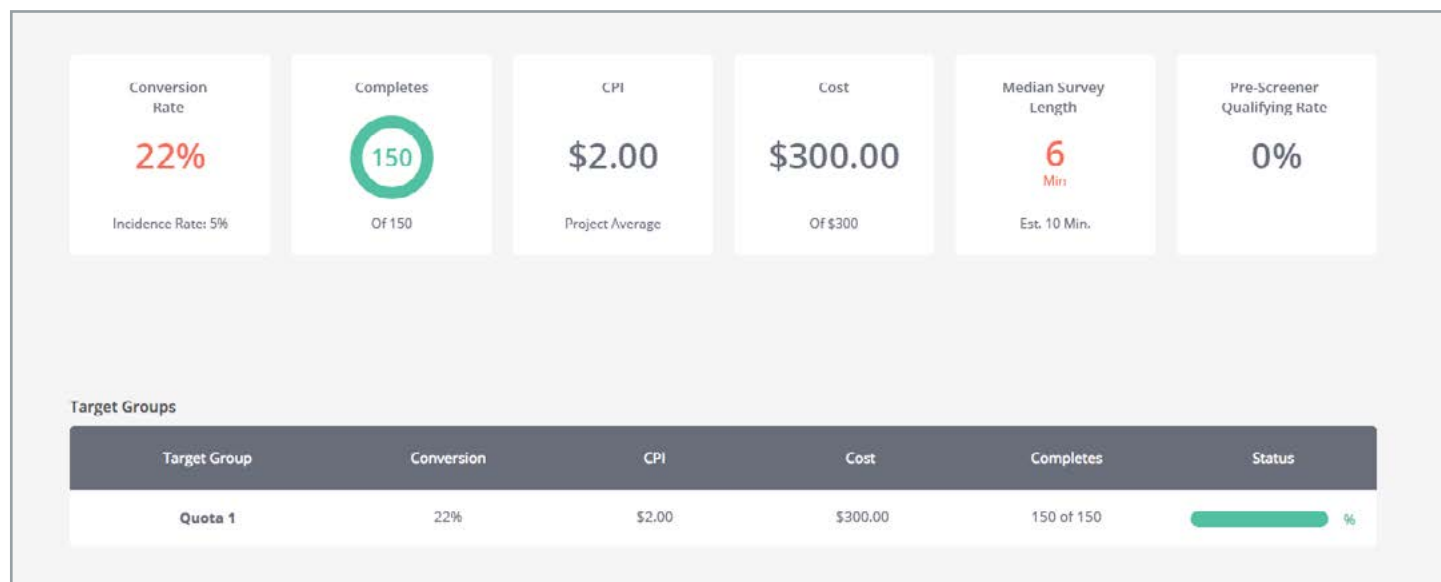
Multiple Selection

Survey the Right Audience

Just as important as the survey you build, is the audience you reach. Simplify's survey authoring tool is seamlessly integrated with Dynata's high-quality sample for quick and easy targeting.

Data Visualization and Analytics

Access your survey results in real time, create customized reports, and easily share data with colleagues or stakeholders. Simplify's intelligent reporting and analytics features make data evaluation quick and painless. All survey responses are automatically compiled and summarized saving valuable time and resources.



Data Collection Autonomy

The Simplify platform puts you in the driver's seat with the flexibility to build surveys and target your audience anytime, anywhere. No one understands your business objectives better than you do. You control the questions asked, who answers them, and how you analyze the results. Collecting the right data at the right time can be the difference between success or failure. Simplify helps you to feel empowered to conduct your own market research and make better business decisions.

About Dynata

Dynata is one of the world's leading single providers of first-party data contributed by people who opt-in to member-based panels that the company manages and maintains. 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 this core asset to bring the voice of the individual 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 the North America, South America, Europe, and Asia-Pacific. For more information, go to dynata.com.

