



dynata™



SmartAR™

Intelligent research at the speed of business

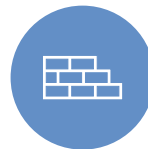
SmartAR™ combines the power of automation with real-time reporting and dashboard visualizations to solve common or complex business challenges. Our intelligent research platform gives you access to the perfect audience and delivers speed to insights in a cost-effective manner, improving your productivity and giving you more time for strategic-level-thinking.

Whether you're trying to identify customers, gain insights to current or new markets, or understand your competition, our automated platform includes the following solutions:



SmartAR™ Standard

Pre-packaged research templates including: Attitude & Usage, Brand Health, Concept Test, Customer Satisfaction, Employee Culture, Creative test, Share of Wallet



SmartAR™ Modular

Self-selected research templates including: Market Profile and Demographics, Category Familiarity and Use, Product satisfaction, Key Performance Characteristics, Purchase Intent, and Share of Wallet



SmartAR™ Custom

Customized repeatable templates configured by our specialized team

SmartAR™ solutions include the following features:

- ✓ Real-time reporting and dashboard visualizations
- ✓ Accurate benchmark measurements
- ✓ Export raw data and graphics
- ✓ Access to Dynata's high-quality panel



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