



From Insight to Impact:

How leading media brands turn research into measurable growth

A real-world story of how survey data, audience activation, and brand measurement drive smarter campaigns.



The missing link in modern media strategy

Today's media landscape is more complex than ever. Marketers are navigating fragmentation, signal loss, and rising pressure to prove campaign performance, all while operating in a privacy-first world.

At the same time, brands are investing heavily in research to better understand their audiences' attitudes, perceptions, and behaviors. Yet too often, those insights never fully make it into the media plan.

INSTEAD

**Research lives
in one system**

**Audience targeting
happens in another**

**Measurement exists
somewhere else
entirely**

THIS DISCONNECT CREATES A FUNDAMENTAL CHALLENGE:

How do you ensure the audience you identified is the audience you actually reach, AND prove it worked?

37%

of advertising misses the intended target audience

Forward-thinking brands are solving this by connecting research, activation, and measurement into a single, continuous workflow.

**INSIGHT
WITHOUT
ACTIVATION**

**ACTIVATION
WITHOUT
PROOF**

**LIMITS
GROWTH**



Turning research into action (and back again).

One leading global media and entertainment brand set out to solve this challenge head-on as part of a large-scale reputation campaign. Their goal was simple but difficult to execute:

Reach the right audience, drive meaningful brand impact, and continuously improve performance.

To do this, they adopted a connected approach aligned to Dynata's Solutions Continuum:

Step 1: Define the right audience with survey data

The campaign began with a custom survey designed to uncover both perceptions and behaviors:

- Positive brand sentiment
- Key touchpoints with the brand
- Interests in specific philanthropic organizations

Instead of relying on proxies or assumptions, the brand used first-party survey data from real people to identify exactly who mattered most.

OUTCOME

A high-quality “seed audience” grounded in real consumer insight.

Step 2: Activate those audiences at scale

The brand then transformed those survey respondents into custom, people-based audiences for activation across media channels. Using deterministic, privacy-safe data:

- Audiences with both positive sentiment and philanthropic interests were selected
- Audiences were modeled to expand reach without losing fidelity
- Audience segments were activated across digital, social, and CTV environments

This approach ensured the campaign reached people who actually reflect the brand's ideal audience—not approximations.

OUTCOME

Greater precision at scale, reducing wasted spend and improving targeting efficiency.

Step 3: Measure real brand impact

To understand campaign effectiveness, the brand implemented a cross-channel Brand Lift study, measuring key outcomes such as:

- Awareness
- Favorability
- Consideration

Because Dynata connects exposure data with real panel respondents:

- Campaign impact could be measured against actual audience exposure
- Results were available quickly, enabling in-flight optimization

OUTCOME

Clear, credible proof of campaign effectiveness beyond impressions and clicks.

Turning brand lift insights into new audiences

What makes this approach powerful isn't just the ability to measure against the right audiences reached in the campaign, it's the ability to learn and apply those insights to future campaigns. Instead of treating measurement as the end of the process, this brand used it as a new starting point.

THE BRAND LEVERAGED BRAND LIFT RESULTS TO:

Identify
high-performing
audience segments

Understand
which perceptions
shifted most

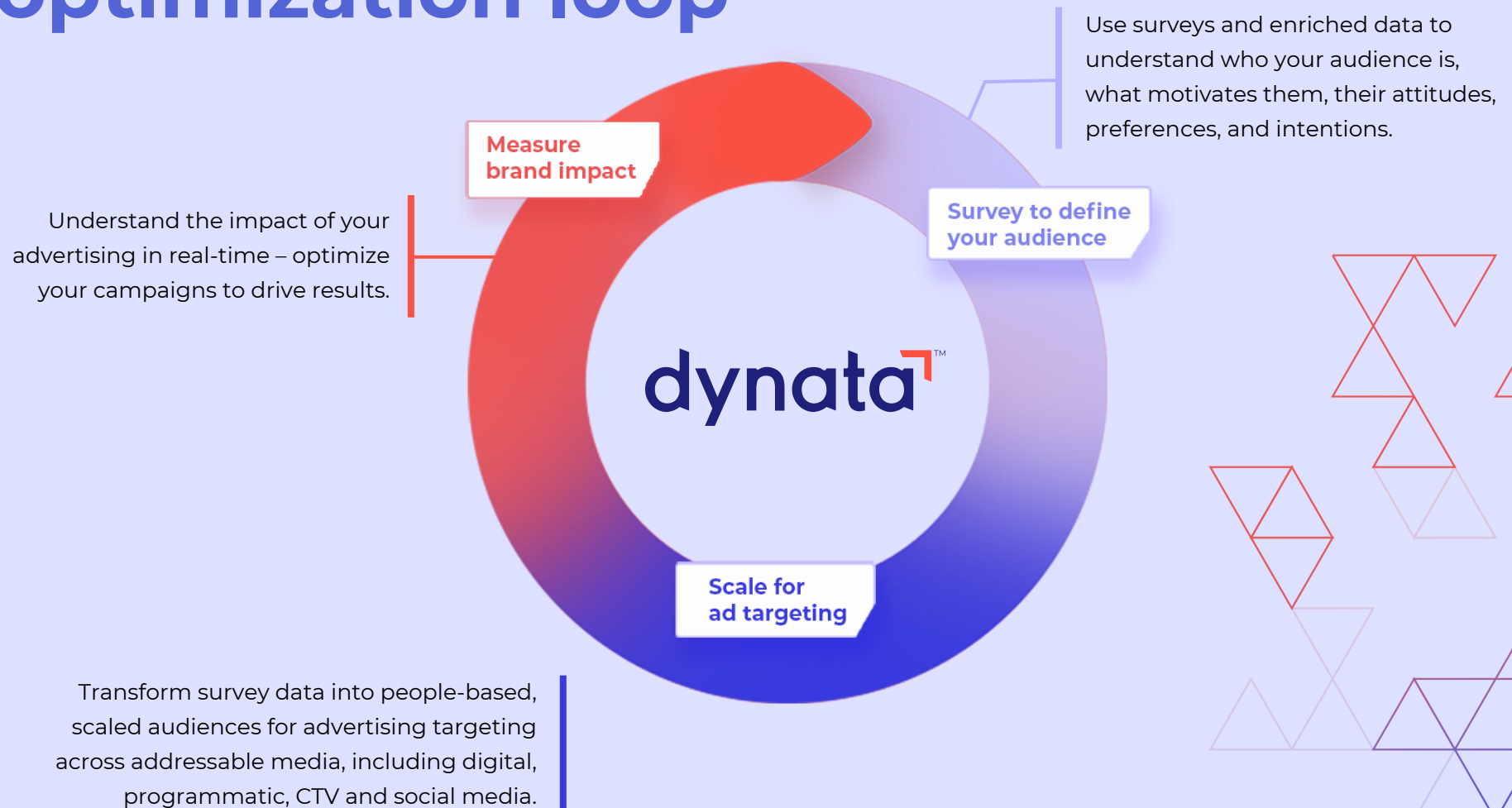
Pinpoint
underperforming
segments needing
refinement

Those insights were transformed into new seed data, fueling the next wave of audience modeling and activation.



THE RESULT

A continuous optimization loop



dynata⁷

This continuous approach ensures that every campaign becomes smarter than the last, carrying learnings forward instead of starting from scratch.

The power of connected data, audiences, and measurement

A critical component to success is Dynata's global first-party respondent data. Each process in the continuum is enabled by scale and quality of Dynata's data ecosystem.

Research-informed audiences

- Built from high-quality, first-party survey data
- Based on attitudes, behaviors, and intent
- Powered by one of the world's largest global panels

Seamless audience activation

- Custom and modeled audiences
- Direct integrations with major DSPs, social, and CTV environments
- Privacy-safe, deterministic data for confident targeting

Independent brand measurement

- Cross-channel Brand Lift studies
- Real-time, actionable insights
- Metrics that matter: awareness, favorability, intent

Together, these capabilities create a unified system that:



Defines the right audience



Activates with precision and scale



Measures real impact



Feeds insights back into future campaigns

For brands looking to maximize the value of their data, the future isn't just better targeting or faster measurement, it's about collaborating across the continuum.

By closing the gap between research, activation, and measurement, Dynata helps marketers move beyond assumptions and fragmented workflows to deliver measurable, repeatable growth.

Ready to turn your insights
into measurable impact?

Contact Dynata today



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