

Dynata's Our History Page

The History of Dynata:

In the 1950, face to face interviews began and by 1970, mail surveys began. In 1977, SSI was founded as Survey Sampling International and later that year the first telephone screening product was used to increase phone sample efficiency.

In 1999, E-Rewards was founded. In 2000, Survey Spot launched their first online panel of 60,000 people in the United States.

In 2005, Survey Sampling International entered the European market by purchasing Bloomerco. Two years later in 2009, E-Rewards was purchased by Research Now, and by 2010, Peanut Labs was purchased.

In 2011, E-Rewards was purchased by Conversion (in association with Research Now). Later that year Survey Sampling International merged with Opinionology.

In 2014, E-Rewards was renamed to Research Now, acquiring Instantly two years later in 2016.

In 2017, Survey Sampling International merged with Research Now, acquiring DMA Institute a year later in 2018.

In 2019, Survey Sampling International and Research Now rebranded to become Dynata. Later that year, Dynata acquired Reimagine Holdings Group.