

Toluna Newsletter Q1 2018

Welcome to our first newsletter of 2018. On a quarterly basis, we will provide with an update on key developments at Toluna, and how clients are building better businesses using our world-class suite of technology and services.

Toluna in the News

We've recently announced the acquisition of KuRunData.

KuRunData has the largest, most well-profiled online and mobile panels in China with more than 5 million registered members. KuRunData will support Toluna's growing success in the region by expanding our operations into mainland China and deepen Toluna's vast respondent reach in APAC.

We've also launched new thought leadership initiative, Insights on Demand, intended to advance a new way of thinking when it comes to understanding consumers in an on-demand economy. Members already include world-leading brand owners such as Amazon, L'Oreal, P&G, Nestlé and Sony. Consortium events are scheduled throughout this month, to celebrate the launch of the UK chapter. To learn more visit the [Insights on Demand website](#).



ConsortiumMember

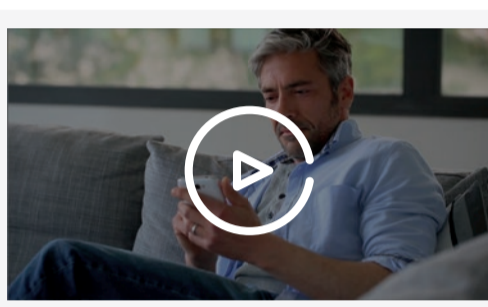
Finally, we've embedded more features into the TolunaInsights real-time consumer intelligence platform. To find more on how you can access respondents, create communities, deliver instant insights and analytics, contact our technology team and they would be happy to help.

Technology Roadmap Updates

Toluna's end-to-end automated research platform is unrivalled in our industry, and provides real-time insight to clients globally.

We've launched automated product and package testing suites, and an exciting move forward in consumer insights with Toluna Digital Tracking – which enables unprecedented real-time insight into online and mobile behavior all the way down to in-app activity.

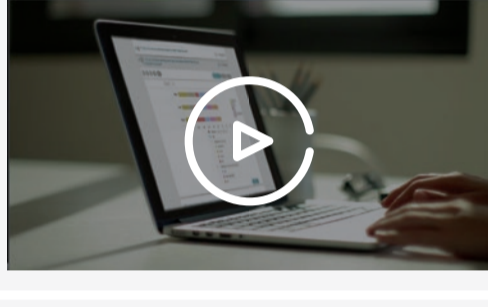
Find out more below



Toluna
Digital Tracking

UNPRECEDENTED INSIGHT INTO CONSUMER BEHAVIOR

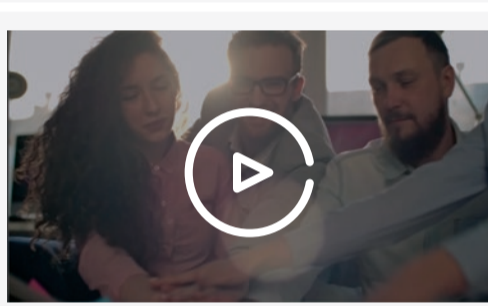
Digital Tracking provides unprecedented insight, and the following are the types of questions people are answering with digital tracking solutions.



Toluna
Analytics

ACCESS REAL-TIME INSIGHT AND ANALYTICS

Learn more about how you can transform the way you access real-time insight.



Toluna
QuickCommunities™

CREATE BRANDED DIGITAL COMMUNITIES IN MINUTES

Toluna QuickCommunities™ is a revolutionary DIY platform enabling you to create a highly-engaging, branded, web-based community in just minutes.

General Data Protection Regulation Update

Toluna Provides an In Depth Look at the GDPR and what it Means for Survey Research.

The EU and EFTA member States have agreed to adopt a new legal framework on the treatment of personal data (the General Data Protection Regulation (GDPR)). This paper is designed to share some of our learnings, and help explain the protocols we've implemented to comply with the GDPR.

[View Webinar](#)



Download the GDPR Explanation Position Paper



Client Success Stories



[Download Case Study](#)



[View Video Testimonial](#)



[Download Case Study](#)



[Download Case Study](#)



“ Nielsen is delighted to have found the right home for Harris Interactive Europe within our strategic partner, ITWP, which through Toluna, will give us the ability to collaborate on market research technologies as well as digital data. ”



“ Toluna QuickSurveys is a very fast and cost-effective way to get feedback on artists and compilation releases from real consumers. It has proved invaluable for time-sensitive projects, where we need to make marketing decisions quickly. ”



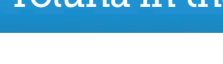
“ Toluna is a visionary in the digital insights space and we are delighted to be working with them. ”



“ Toluna's PanelPortal platform has changed our job. The automatization of numerous tasks enables us to save valuable time and focus on further projects. ”

[View Video Testimonial](#)

Toluna in the Press



[GENERATION APP Violence, addiction and tantrums – bombshell phone poll parents](#)



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[Only 30% Of Women Are In Their 'Dream Job' – Are You?](#)



[Trust In Stockmarket 'Greater Than Bitcoin' But Not By Much – Survey](#)



[Infographic: How Holiday Shoppers Are Choosing Their Gifts This Year](#)