



REAL-TIME SAMPLING™

Global Real-Time Sampling™ is drawn from individuals who have been solicited from Toluna's network of affiliated recruiting websites. These respondents have agreed to take a survey in real-time while on one of the affiliate sites. These real-time respondents are then randomly directed to the appropriate survey based on their responses to basic demographic screening questions. The company pioneered Real-Time Sampling more than 4 years ago.

The Advantages of Global Real-Time Sampling™

At Toluna, we believe it's important to integrate as many respondents as possible into the survey research process. Real-Time Sampling® in addition to our panel community enables us to expand the universe of survey respondents beyond those that would typically participate in panels.

Toluna has developed an approach to fulfill the sample requirements of researchers that differs fundamentally from existing, conventional online Panel methods. This approach, previously referred to as "The River" is officially known as "Real-Time Sampling™," It consists of recruiting individuals in real time from a network of websites with which Toluna has developed referral relationships. This methodology is innovative in that it leverages the many potential survey takers online who are willing to take a single survey, who may not necessarily want to join a market research Panel. Our research has shown that Real-Time respondents also report participation in marketing research studies, and many have joined/are members of online panels.

How it Works

Respondents are recruited from various locations via high-value media placements and asked several screening questions. Based on their answers to the screening questions respondents are then sent to our proprietary routing system. This router ensures that respondents are randomly assigned to open surveys.

Many different demographics can be accessed by Real-Time Sampling™, from general consumers to more targeted groups, such as teens and business decision makers. No matter what target audience you're looking for, we will use our research expertise and proprietary technologies to design the appropriate sampling plan to meet your project and timing requirements.

Potential survey takers who agree to take a survey are sent from the web sites in the Global Survey Network that they are on at the time they agree to participate to the Survey Router. The "random" part of real-time sampling has to do with how the Router assigns recruits to surveys in progress. Based on their responses to the screening questions, recruits are randomly assigned to the open surveys. This is done on an equal probability basis: the recruit is equally likely to end up in any of the currently open surveys.

The actual qualification of a recruit takes place in the survey to which the Router assigns him or her. All recruits provide an email address so that their participation in surveys can be tracked. Each is returned to the website from which they were originated, regardless of whether they qualified and participated in a survey or not. Toluna has the ability to track future visits from the real-time survey takers. This is done using email addresses and cookies.

Advanced Technology to Integrate Sample Sources

We've built our business with our customers in mind, and are not reliant on a single methodology for attracting survey respondents. Whether you need to reach low-incidence populations, or global respondents count on Toluna to deliver. What's more? We use a unique set of proprietary systems to ensure that respondents are incorporated into the survey process systematically, yet randomly. This is coupled with the various data quality technologies we have in place.

Stay Ahead with Toluna

Toluna helps clients both large and small obtain a competitive advantage. Our clients are able to lower their cost of doing business by reducing or fully eliminating the expense of building and maintaining survey technologies, panels and internal infrastructure. Services are customized based on client need and we can take your survey from design through sampling, field and data delivery.

So as your timelines become tighter, the expectations higher – you need a proven online partner. As an established leader and industry innovator, Toluna is committed to equipping you with the technology and talent to keep you and your clients ahead.

Get in Touch

Contact us today to find out how Toluna can help your organization.

Email us: contact@toluna.com

Visit us on the web: www.toluna-group.com

