



Online survey and panel management software

Getting closer to your market has never been so easy!

Online survey software enables your organisation to get closer to your target markets faster and more deeply than ever before. With AutomateSurvey™, the world's most intuitive online survey and panel management solution, you can instantly place your customers in the heart of your marketing department.

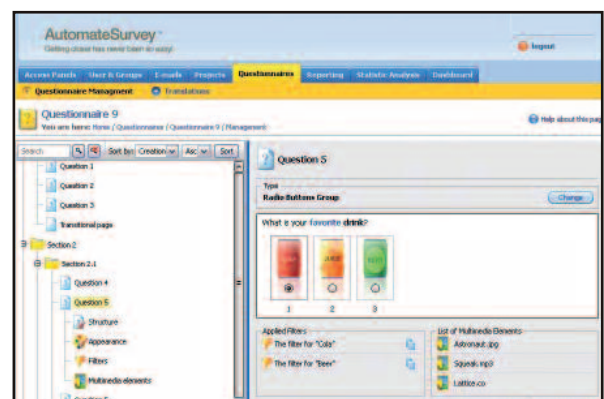
What is online survey software?

AutomateSurvey™ enables you to construct a fully customised web based questionnaire in minutes, invite respondents via email and collect live results as answers are completed online. AutomateSurvey™ is an ASP solution offering secure 24/7 access via the web, bypassing any hardware or set-up costs and avoiding disruption to your existing processes.

Why is it so vital?

As opposed to traditional data collection methods such as postal, telephone or street interviews, the costs of online studies are negligible. No postal, printing, data entry or personnel costs are required. Your entire planning process and communications campaigns can be fed by a rich stream of reliable and easily manageable live data to ensure your marketing efforts are relevant, engaging and targeted. With AutomateSurvey™ you can:

- Instantly discover what the most effective sales promotion offer would be for your target audience.
- Find out the optimal creative to use in your email or direct mail campaigns.
- Have access to a 24/7 dashboard on competitive brand attitude metrics with no disruption to your internal processes.



User-friendly survey scripting interface

Other benefits include

Global studies

You can extend your budgets exponentially to include pan-European or Global studies.

More accurate data

With online surveys there is no interviewer bias and you can easily target specific segments based on your existing customer CRM data, or if you are running an online panel, using panellist registration data.

Richer data

With AutomateSurvey™, you can construct rich media questionnaires including audio, video, still images, animation and even one to one interactions via webcams for qualitative studies. For example many AutomateSurvey™ users enjoy the advantages of being able to tailor a particular sales promotion offer or even advertisement, to a specific niche in a few hours.

With over 100 leading blue-chip organisations as clients, AutomateSurvey™ is used for a huge variety of differing types of research studies.

Example uses

- Advertising testing
- Brand attitude and awareness
- Competitor benchmark tracking
- Customer satisfaction
- Market research
- Media consumption
- Pricing
- Product concept testing
- Sales promotion and loyalty scheme
- Website effectiveness

What is an online panel?

A custom online research panel is a group of individuals recruited, from multiple sources, to match the profile of your target market's segments and who are rewarded with incentives to complete surveys via an online web portal, designed and built for you, by Toluna and managed through AutomateSurvey™ and Panel Portal™.

Why do I need one?

If you do not want to survey your existing customer base or do not want to purchase unreliable email list data and require a representative sample of your target market, an online panel is an ideal mechanism to guarantee reliable and responsive data when you need it.

With AutomateSurvey™ you are able to build and manage a panel using the PanelPortal™ solution enabling you to create content for your panellists; set quality policies such as limiting the number of surveys an individual can complete; pay rewards; build registration pages and define profiling

fields; run sampling count on any segment no matter how niche.

Having your own panel allows you to gain real-time insight through a highly responsive and reliable data source, ensuring your marketing team are cost effectively plugged into the mind of your market.

AutomateSurvey™ product features include:

Survey module

- WYSIWYG survey scripting interface
- Advanced questioning types (multiple choice, scales, matrix, ranking, open, closed etc)
- Skip and branching logic
- Piping logic
- Easy-to-use interface
- Fully customisable questionnaires
- Live results reporting and advanced analysis (export to Excel, SPSS, .txt)
- Insert video, audio and images into surveys
- Question and survey library for easy re-use
- Manage translation of questionnaires
- Questionnaire workflow with check in and check-out

Email invites

- Invite via email or website
- Respondent email reminders

Sampling module

- Run sampling counts across any profiling attribute
- Extract addresses based on any segmentation criteria

Panel Portal™ Panellist relationship management

- Build and manage web portal content
- Manage panellist incentives
- Report on panellist activity
- Establish automated panel quality policies
- Log-in and password for each panellist
- Panellist personal areas

For more information go to www.toluna-group.com/survey-technology

About Toluna

Toluna is the world's leading independent online panel and survey technology provider to the global market research industry. The company provides online sample and survey technology solutions to the world's leading market research agencies, media agencies and corporates. Unlike other panel providers, Toluna has developed a unique online community approach to the management of its panels. Through the use of web 2.0-based technology it has created the world's first social voting community site toluna.com, focusing on maximising panellist engagement to offer increased survey responsiveness and data reliability to its clients.