



In touch with people

The world's leading online research
panel and survey technology provider

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About us

Toluna provides online sample and survey technology solutions to the world's leading market research agencies, media agencies and corporations, from its offices in Europe, North America and Asia Pacific.

In 2009, Toluna welcomed Greenfield Online and Ciao Surveys into the group – complementing its traditional strengths in Europe and increasing its online sample and delivery capacity in the US, Canada and Asia Pacific.

Our community approach to panel management

Toluna has always been at the forefront of online panel development. Unlike other sample 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.

Innovative technology to enable fast, cost effective insight

Toluna continually invests in developing innovative technology to enable organisations to gain valuable customer insight quickly and cost effectively. Our portfolio of products include:

PanelPortal™ - community management software for creating, hosting and managing private online communities.

Toluna QuickSurveys™ - an online self-service tool that enables you to ask 1-5 questions and receive 2,000 responses in a few hours.

BrandSpector™ - a new approach to measuring the efficiency and effectiveness of online advertising campaigns using Toluna's online panel.



From 1 to 100 questions, answered by **anyone**, **anytime, anywhere...**

The next generation of research panels

Traditional online research panels rely on redeemable points, or voucher incentives, to stimulate respondents to complete surveys.

Unlike other online panel providers, Toluna has focused its efforts on adding value to the panellists' online experience to supplement any incentives.

Our consumer, and B2B panels, have grown into online panel communities where members are able to enjoy many technological features designed to enhance their online experience such as discussion forums, opinion ratings, polls, in home product tests and product reviews.

Toluna believes this focus on 'community' as a value in itself, becomes part of the value exchange between panel and panellist, and helps to produce some of the industry's highest response rates, as well as extremely deep and regularly updated profiling of panellists and potentially more reliable response data. Simply put, no other panel provider has focused so much attention on adding value to their panellists' online experience in order to provide faster, and more reliable data, for research professionals.

A single source of global sample

Toluna provides the following products and services to over 1,500 of world's leading marketing and research-focused organisations

Sample Services

- Consumer, business and healthcare proprietary panels
- World-class advanced questionnaire programming & hosting
- Real Time Sampling™
- QuickSurveys™, QuickVotes and Sponsored Polls
- Panel building and management services
- IVR and mobile survey capabilities
- GoClient™ - a self-service client portal that enables you to easily view, amend and launch projects online.
- GoReport™ - a secure and easy-to-use, web-based analytic tool that enables you to view your data in real-time

Survey & Panel Technology

- PanelPortal™ panel & community management
- AutomateSurvey™ advanced survey software

Target niche segments and hard to reach audiences

Toluna has pioneered the development of 16 vertically specialist panels, whose profiling is specifically targeted at meeting the needs of researchers operating in these market sectors.

Profiling is matched to a market's specific characteristics, allowing niche segments to be reached quickly and cost effectively. Toluna's specialist panels range from Automotive, B2B and IT Professionals, Cosmetics, to Mobile Communications, Health, Sports, Travel, Teens and Green and Organic Consumers.

Superior panel management

With some of the most stringent panel quality policies in the industry, Toluna's global sample is unmatched in reliability and integrity.

- All panellists are double opted in
- Strict participation limits on surveys
- Hard bounces removed on a daily basis
- Duplicates checked during and after registration process
- Panellists who give inconsistent responses are removed
- Regular incoherence checks on individual registration data against on-going profiling
- All sample extraction is randomised
- Unresponsive panellists are purged
- Panellists regularly encouraged to update profile information

Types of research studies with which we can help

Online quantitative – ad hoc, creative pre and post-testing, new product and concept testing, tracking, conjoint, diaries, in-home usage tests.

Online qualitative – recruit to qualitative offline, or online focus groups / bulletin boards.

Custom – if you have a custom project then place your trust in Toluna, your most flexible, dedicated and reliable source of online fieldwork services.

A complete service

Our global full service project management teams are on hand 24/7 to help your project run smoothly and effectively.

Our full service data collection services incorporate:

- Global project management support
- Hosting
- Worldclass flash scripting questionnaire programming
- Local market knowledge and expertise
- Comprehensive internal translation services



Online Poll and Survey Technology

Since the launch of Toluna's online survey software AutomateSurvey™ in 2002 we have continued to invest in developing leading-edge research technology solutions for marketing and market research professionals.

Our technology offers organisations the opportunity to get in touch people and gain valuable insight far easier, faster and more cost effective than ever before.

Toluna QuickSurveys™

Ask 1-5 questions and receive 2,000 responses in just a few hours

Toluna QuickSurveys is a revolutionary online self-service tool which enables clients to create a survey of up to 5 questions, launch the survey live to Toluna's online panel community and receive up to 2,000 nat rep responses in less than 24 hours.

PanelPortal™

Build and manage your own panel of highly engaged panellists

An online panel community is a group of customers and individuals representative of an organisations market, recruited and motivated to respond to surveys and open qualitative discussions, via a branded web community. Using Toluna's online panel community technology, PanelPortal, marketing and research professionals can enjoy anytime access to their customers and markets. Our technology offers users the ability to manage the entire panel; the web portal and all surveys, discussion and results from within one single hosted application. Individuals are motivated to respond to any questions posed, and results are presented immediately for fast, actionable marketing insight.

AutomateSurvey™

Create advanced online questionnaires with ease

Toluna's AutomateSurvey is the world's most intuitive online survey technology. Using this technology, organisations can construct a fully customised web-based questionnaire in minutes, email it to an existing customer base or invite members from Toluna's online community to participate and receive live results as and when the surveys are completed online.

Online Ad Tracking

Understand more about the efficiency and effectiveness of your online advertising campaigns

Developed by Toluna and nurago, BrandSpector is a new method used to measure the effectiveness and efficiency of online advertising campaigns. Using members from Toluna's online community, we can provide the structural data of those panellists that have come into contact with a particular online advertisement, to see if the campaign is reaching its intended target group.

IVR & Mobile Surveys

Get in touch with people anytime, anywhere

Our mobile survey platform combined with our permission-based mobile survey panel, provides a unique way to conduct surveys and consumption data via text or voice, allowing for data to be collected wherever the recipient maybe at the time. This mobile survey tool also enables multimedia content to be collected for example images, audio and video files can be uploaded - ideal for ethnographic studies or shopper feedback.