

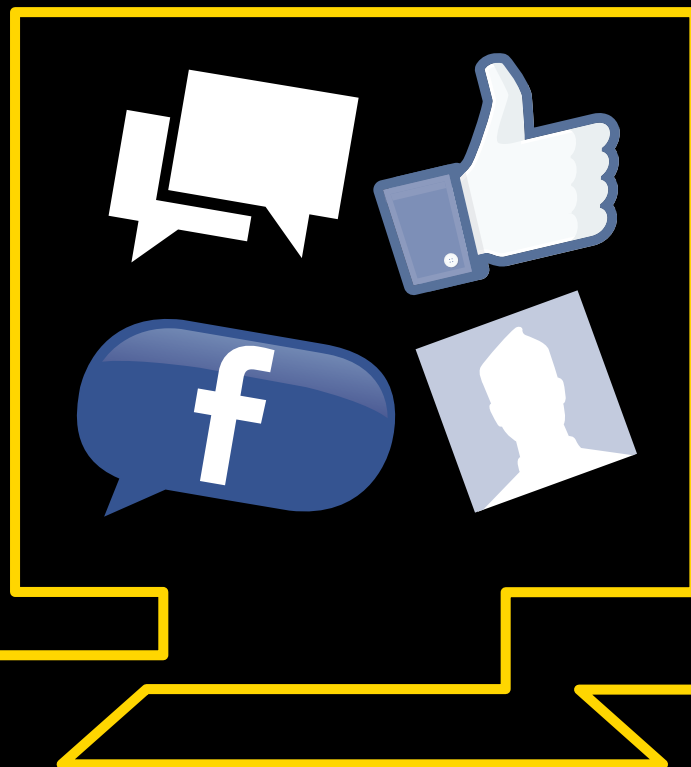
Activate your Facebook fans to engage further with your brand



Whether you have one hundred Facebook fans or one hundred million, you still face the same fundamental problems...

You simply don't know who your fans are, why it is they 'Like' you and how closely they match your target customer profiles. So how can you possibly create meaningful, interactive relationships with them?

Now, thanks to Toluna's PanelPortal Connect, you can turn faceless fans into profiled respondents who can, in turn, deliver valuable business insights – and all without them even leaving Facebook.



About PanelPortal Connect

It's clever: PanelPortal Connect is the integration of PanelPortal™ – Toluna's pioneering online panel and community software within the Facebook platform.

It's seamless: it enables you to create a community – one that exists purely within your Facebook fan page – to which you can invite anyone on the social network. In one click, they can access your fan page, fill in a registration form and complete their profile information.

It's easy for you: you can inform, engage and collaborate with them as you like – posting polls, surveys, discussions and blogs, embedding video content for comment, offering incentives for participating in on-site activities, and more.

It's easy for members: members can 'Like' your page or content, share discussions, recommend friends, see activity streams, and make comments – and are likely to do so since they're in a known environment.



What can your Facebook fans tell you?

- * Profiling information such as like/dislikes, hobbies/interests
- * Their product and concept ideas
- * Whether or not your product or concept will work
- * How they use your product
- * How they feel about your product / brands

And, don't forget, they can also tell others about you!



PanelPortal Connect creates a two-way dialogue between your brand and its previously dormant army of advocates.



PanelPortal Connect is delivered by Toluna, the world's leading online panel and survey technology provider

Why use PanelPortal Connect?

- Gain fast, easy, cost-effective access to profiled respondents for research
- Reduces the cost and time taken to create a proprietary online panel or community
- Boost membership of your existing research panel or community
- Provides brand exposure in front of all Facebook users
- It's much more than just a social media monitoring tool - it's a new way to interact with fans to understand behaviour and activate them to become consumers

Special features include...

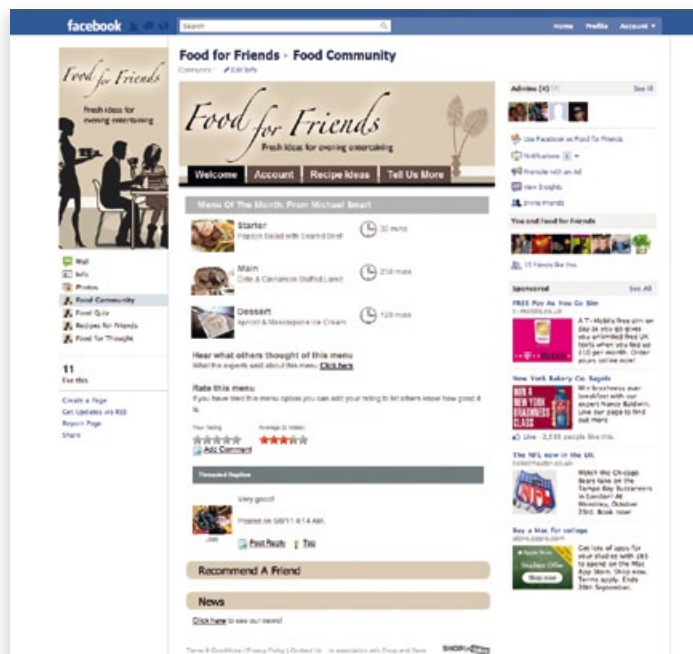
- The ability to brand and customise your portal as you like
- Software to help manage your fans' activity information, profiles and more
- Easy-to-navigate system for exporting survey results, polls & message board activity, and packaging data into meaningful reports
- Option to implement an extended profile on your Facebook page, and use the information to target your surveys

Already have a customised online research panel or community?

Use PanelPortal Connect to power your recruitment and multiply your membership!

How does it work?

- 1 Invite your Facebook Fans** to join your branded panel community which is built within Facebook.
- 2 Engage with members to gain insight.** Create online questionnaires, polls, forums, Competitions
- 3 Manage the health of your panel.** Monitor panel activity, manage incentives, see peak activity times etc
- 4 Generate instant results.** Engage in real-time discussions and use Toluna's advanced analytics tool to generate reports and analyse results
- 5 Refine marketing spend.** Generate fast cost effective insight for faster strategic and tactical decision making



Visit www.facebook.com and search 'Food for Friends Community' to see a demo of PanelPortal Connect

About Toluna

Toluna is a global provider of 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.

www.toluna-group.com and email **contact-uk@toluna.com**