



Research on Research White Paper Series:

Sampling Methodologies and Routing Technology: How It Works

Count on Toluna Surveys for the survey respondents you need – no matter how easy, or complex! As the leading provider of Internet Survey Solutions in the space, we have unsurpassed access to survey respondents, and leverage three distinct channels to meet our clients' needs; our global panel, RealTime Sampling™ methodology, and when needed, affiliate partners.

Our ability to find, and survey different respondent types is what makes us unique, but our investments in technology and back-end systems are the tools we use to ensure we can deliver. We leverage technology to meet your ever growing need for high quality online sample, and have made the survey-taking experience far more enjoyable for participants. In addition, technology investments have helped us improve the speed and the quality of service we provide to you, our clients.

This piece provides an overview of the many different tools and technologies we use to obtain the sample you need for your project.

1. Panel How We Invite Respondents to Participate

There are several ways a respondent is notified they qualify to participate in a survey, including;

- A respondent may log into My Survey Center looking to participate in a survey
- We may send a general emailed invitation to login to My Survey Center
- We may send direct emailed invitation asking a respondent to participate in a specific survey

Depending upon the specific survey need, length of time in field, and the respondent group being surveyed, we may use

all of the above means of reaching respondents and leverage our UPS, our Unified Panel System to distribute invitations, messages automatically.

2. My Survey Center

My Survey Center is our survey respondent member portal. Here our survey participants can logon to check their account balances, see photos and captions about prize winners, and learn more



about different community-based activities that we feature. Members are encouraged to come to MSC to participate in surveys, and we like leveraging this portal because unlike direct emailed invitations, we can ensure that there are active surveys that the member can participate in.

Often, we will use our real-time profiling system to further target respondents for open surveys, or future targeting.

3. Direct Emailed Invitations

Respondents have busy lives. Before they even receive an invitation to take your survey, they're responding to emails, phone calls and handling a myriad of daily chores. Taking surveys should be enjoyable. That said, we view the ability to send an email to a respondent as a privilege, and something that should not be abused/done too often. We include the following information in our emailed invitations;

- Topic
- Incentive
- Project number

4. Real-time Sampling™ and How We Invite Respondents to Participate

Real-Time Sampling enables us to scale to meet clients needs and supplement our online research panels. We have built relationships with web publishers and leverage these relationships to invite respondents to participate in surveys in real-time.

These respondents are recruited asked a series of questions (these questions have come from the Toluna panel profile book) and based on the responses they give randomly assigned to a survey that they qualify for (if any). The success of our Real-Time Sampling program is based on the large number of surveys that we have running at any point in time, and our routing system.

These controls prevent us from simply directing traffic to open surveys, but rather if there are 45 surveys in the Toluna Survey's UPS system and the respondent selects 5 profile statements that apply to them—they have a 5 in 45 chance of getting directed to one of the studies they qualify for.

5. Partner Sample and How We Invite Respondents to Participate

In cases where we supplement our sampling capabilities with partner sample, we leverage our partners preferred invitation method which may be direct email, banner advertising, and/or other methods.

6. Leveraging Technology to Efficiently Sample your Projects

We understand that the value we provide to you is based on our ability to find and survey the precise respondent you need feedback from. To do this efficiently and effectively we have built a number of proprietary technologies designed to not only provide the quality data our clients need,

but respect the time and relationship we have with our survey respondents.

The following are internally developed technologies that are the backbone of our survey systems;

- PAM (Panel Acquisition Management) - PAM enables us to communicate with members one on one, and effectively route responders to open surveys that they qualify for – bettering the respondent experience. We're able to fully customize the member experience, based on recruitment channel, demographics and interest. This integrates with My Survey Center™ (MSC), our member portal.
- UPS (Unified Panel System) - UPS enables us to differentiate the survey experience for the survey respondent and also provides internal efficiencies
- Real-time routing and matching of survey respondents to surveys
- Targeted and personalized survey invitations and experience enhancement
- Reduced panel fatigue/whereby decreasing recruitment costs
- SMS (Survey Management System) - SMS is where we conduct all of our sample management and deployment. Specific client codes embedded in surveys allow us to track each and every respondent on our system regardless of who is hosting the survey
- DSS (Decision Support System) - DSS is a business intelligence platform which enables us to pull data quickly and accurately, globally

Duplicate Respondent Detection™ technology - Prevents a survey respondent from participating in a survey more than once – no matter where they come from (or what their intentions are), our panel, Real-Time Sampling™, or a certified affiliate partner.

In short, our technology is the backbone of our success and truly enables us to deliver a seamless respondent experience, and high quality data. Count on Toluna Surveys to deliver you with the survey respondents you need, when and where you need them, efficiently and effectively.