

| BRAND TRACKING | CAMPAIGN, CREATIVE AND COMMUNICATIONS TESTING | CUSTOMER SATISFACTION | MARKET TRENDS | DIGITAL TRACKING | MEDIA TESTING | NEW PRODUCT DEVELOPMENT | PACKAGE DESIGN

Agile Brand Tracking

Despite the tremendous value they offer, tracking studies are often on the chopping block of companies looking to cut back given their often significant price tag, competing consumer insights priorities, or a perceived lack of value to the organization.

Traditionally, tracking studies have given companies a good sense of general awareness and impressions of their brand, product health and customer satisfaction. Properly designed and executed tracking studies, however, can provide you with even more. Instead of just being a rearview mirror into past performance and results, they can give you insight into ways you can secure the future success of your brand.



EXTRACTING MAXIMUM VALUE FROM TRACKING STUDIES

Today's brand tracking can deliver much more, giving companies a general sense of awareness and sentiment, going so far as to measure one company against another, with up-to-the-minute changes for fast-moving trends. As a result, the lifts we see today show us how well the general consumer feels on a continuous basis, and tracking can give us far more than just one small piece of information, as long as it's packaged the right way.

TOLUNA TRACKING

Toluna couples the industry's only end-to-end platform with access to audiences, surveys, communities, and analytics with Toluna's global Influencer community, to deliver insights in real-time.

Our easy-to-use survey engines guides you from project setup through respondent targeting and field, with high-value, actionable reporting in real-time.

- Instant real-time access to consumers
- Speed to high-quality insight
- Approaches that make it easy to setup and launch
- Easy to interpret actionable data

All with an eye on powering confident decision-making to support all stages of decision-making – from fast-fail through to launch.

END TO END PLATFORM-BASED APPROACHES

In addition to having access to up-to-the-minute brand tracking data, the Toluna platform is revolutionary and spans;

QuickSurveys

Professional grade ad hoc surveys with an easy to use DIY tool empower you to create any survey in real-time.

QuickCommunities

Create branded communities in minutes and delve into topics with your audience, ideate, co-create and more.

Digital Tracking

Supplement your survey data with digital data and learn more about your audience in real-time.

