



Toluna provides consumer insights designed to empower success in today's on-demand, global economy. Powered by the perfect fusion of technology, expertise, and the largest global community of influencers at the ready, Toluna delivers rich, reliable, real-time insights to individuals, and companies of all sizes.

## COMPANY INFORMATION

### Founded

2000 by Frederic-Charles Petit

### Ownership

ITWP Acquisitions LTD

### Corporate headquarters

Paris, France & Willton, CT, USA

### Employees

1000+/-

### Number of offices

24+

### Industries we support

Market Research firms, Communications agencies, Media agencies, Healthcare, CPG, Retail, Media & Entertainment, Travel & Leisure, Finance, Education, Nonprofit

### Brands we work with

Vita Coco, IBM-Kenexa, Stanford University, Nielsen, FKM, CVS Health, Gfk, BLiNQ Media, Sleep Innovations, Frankel Group, MMR, Macmillan, BBC, GutCheck, CMI, George Mason University, Answers Research, Orbitz ...and more

## AWARDS & RECOGNITION

Named to MarTech Radar 2018 – Top 150 B2B Tech Companies you should Know - #7 Data Sciences, Visualization, and Marketing Analytics

Top 10 GRIT Report of most innovative companies 2012 – 2017

Research Live Industry Report 2018: Top 20 fastest growing agencies

## MARKET PRESENCE

### Toluna – Consumer Insights for the on-Demand Economy

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and the largest global community of influencers at the ready, Toluna delivers rich, reliable, real-time insights to individuals, and companies of all sizes.

Our automated consumer insights platform, TolunaInsights™ underpins everything we do. Clients can access the platform directly, leverage Toluna's managed services, or create fully-customized digital consumer insights programs via our engineered services.

Toluna is committed to promoting Insights on Demand, an entirely new way for businesses to obtain insight and understand constantly shifting consumer sentiment and taste in the on-demand economy. Toluna is a founding member of the Insights on Demand Consortium, a multi-lateral group that's advancing the principles and adoption of Insights on Demand. The company is headquartered in Wilton, Connecticut and has 24 offices globally spanning Europe, North America, South America, Asia Pacific, and MENA.

- Toluna works with 5000 global clients
- Toluna manages 21+ million global community members in 68 countries/regions
- Toluna community members share 15,000,000 opinions on Toluna.com annually
- Toluna executes 28,000 survey projects annually
- Toluna has built 200+ online community panels

## WHAT WE OFFER

Toluna empowers businesses to develop winning strategies in today's on-demand economy by providing access to rich, reliable insights, and behavioural data in real-time.

In addition to access to our platform (ie au-

diences, surveys, communities, analytics), clients purchase programs from Toluna. Those include;

- **End clients** – Digital Consumer Insights Solutions, Digital Consumer Insights Programs.
- **Market research agencies** - Automated consumer insights programs.

## WHAT MAKES US UNIQUE

- **Millions of global influencers, delivering real-time, insights to brands.** The TolunaInfluencers community of millions of global influencers, connects brands and consumers in real-time to deliver real-time insights that help businesses make impactful decisions on-demand.
- **TolunaInsights - the industry's leading on-demand, real-time consumer insights platform.** TolunaInsights is the only end-to-end platform where audiences, surveys, communities, and analytics are completely integrated with one another, and Toluna's global Influencer community, accessible to clients through one interface, empowering quicker decision-making.
- **Expertise.** Toluna infuses market-leading expertise into every aspect of what we deliver, from the technology that powers our platform to the customized service levels and solutions we provide.
- **Service Levels.** We offer various service-levels to our clients. In addition to DIY capabilities, we offer managed and enterprise solutions are scalable, and depending upon your timeline and complexity of need, and whether your projects need a light touch or a long-term partner, Toluna's team of experts are ready to assist you.

## QUOTED IN THE PRESS

ADWEEK campaign FORTUNE MarketingWeek

BRAND QUARTERLY Forbes MIA MARTECH ADVISOR PR WEEK

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