

SCALABLE SERVICES

Whether your projects need a light touch or a long-term partner, Toluna's team of experts are ready to assist you.

Toluna offers solutions that deliver on Toluna's promise of providing on-demand insights by making cutting-edge consumer insights immediately available to all—from global companies and large market research firms to startups and small creative shops.

VAST EXPERTISE THAT YOU CAN COUNT ON

We offer expertise in study design, sampling and survey programming, field management, data delivery, and finally interpretation and reporting. In addition to traditional survey support, Toluna offers specialized assistance for the development of customized programs from the migration of tracking studies, mobile and more.

Programming

- Quick, cost effective, high quality programming services that incorporate innovative approaches and expertise.
- Extensive range of study designs, from conjoint to tracking studies and everything in between.
- 24/7 global coverage across all major markets, scalable to meet your research needs.
- Mobile first/respondent first platform.
- Respondent engagement questions are added and don't add programming time, or cost to your project.
- Image and concept security offerings.

Sample and Panel Management

- Global, well – profiled respondents available in real-time.
- Experts in sample design and management.
- Ongoing management/field reporting; Assurance of sample quality, fraud prevention, and more.
- Sample reflects the population under study and is of the highest quality.



SCALABLE SERVICES

While all Toluna customers benefit by using **TolunaInsights**, we ensure that you have access to any and all services needed. The levels differ by how much our experts are involved in the process and how complicated the surveys and services are.



SELF-SERVICE

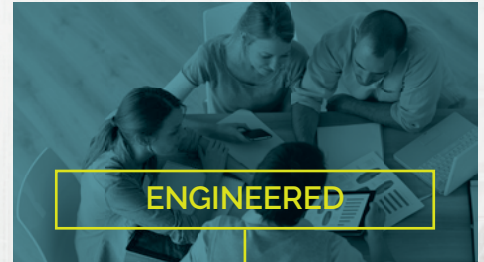
Clients selecting to Self-Served/DIY use our **TolunaInsights** interface to program and run their own studies.



MANAGED SERVICES

Clients who opt for the managed services level can partner with our experts to structure, program, and/or access respondents for their surveys, while maintaining direct access to **TolunaInsights**, on which they can analyse the results.

Within the managed services offering, Toluna provides programming, sampling, data processing, and of course, project management and more.



ENGINEERED

Clients select our engineered-level services for the implementation of custom programs. Our team of experts can make the nearly impossible possible.

For example, we can create: completely transformational research programs and dashboard systems; white-labelled digital insights solutions programs and more.

WE CAN HELP AS MUCH AS YOU NEED 100% SCALABLE SERVICES

We offer fully scalable solutions to meet any and all of your needs throughout your project. You have full access to the **TolunaInsights** platform to do as much, have as much or as little access to your project as you wish.

Do it yourself



Or let us help