

ACCESS YOUR PRECISE TARGET AUDIENCE

Toluna's influencer community yields well-profiled, highly engaged respondents in real-time. Clients can access consumer feedback on-demand and quickly define their target, run feasibility, launch their project, and receive targeted, highly-engaged respondents in real-time.

Use TolunaInsights to access your precise target audience, no matter where they are in the world, and engage with them in real-time. Manage every aspect of your sample, but rest assured that our experts are on call 24/7 if you need them.

GAIN COMPETITIVE ADVANTAGE

- Set up and launch a project in just minutes — and see results in real time
- React quickly, no need to wait for quotes, simply check feasibility & pricing – ensure you're the first bid

INCREASE EFFICIENCY

- Streamline your buying process, no need for proposals from multiple vendors
- Reduce operational expenditure by increasing productivity
- Reduced errors, increased control

INCREASE EMPLOYEE EFFECTIVENESS

- Re-energize employees by automating low to medium complexity projects, employees can focus on higher value/more complex work
- Staff retention – reduce repetitive fatigue of setting up projects & fieldwork

IMPROVE QUALITY

- 24/7 support teams monitor projects while in field
- Respondent quality
- Define your target with 200 different traits, and source respondents around the world

Count on Toluna to deliver the insights you need, while empowering you with the advantages of automation.

We provide assurance that the respondents you receive mirror your precise target audience, and provide you with ongoing communications along the way. Let us customize a program that addresses your ongoing needs for respondents or infrastructure to support your sampling needs.

TOLUNAINSIGHTS IS AN END-TO-END PLATFORM

TolunaInsights is the only end-to-end platform where audiences, surveys, communities, and analytics are completely integrated with one-another, including Toluna's global Influencer community. All of this is accessible through one interface, empowering the adoption of agile research approaches, enterprise-level research programs, and ultimately better and quicker decision-making.