

PUT YOUR CUSTOMERS AT THE CENTRE OF YOUR DECISION-MAKING WITH BRANDED COMMUNITIES

No matter your need to engage with your precise target audience, we have you covered.

Use TolunaInsights to deepen your relationships and leverage unrivalled consumer insights to improve your marketing program by either create branded digital communities in minutes, or enterprise communities when a deeper dive is required. Our communities solutions put your brand at the centre of deep conversation and help you gain a more in-depth understanding of your customers and prospects, while developing brand loyalty and ongoing engagements.

- **A solution for your unique needs.** Establish a long-term, branded community for long-term, ongoing engagement, or utilise our DIY community solution for quick-turn, branded communities.
- **Obtain deep on-demand insight over time.** Get to know your target audience more holistically by asking questions in real-time, and obtaining both qualitative and quantitative insights on an ongoing basis.
- **Build brand advocacy.** Community members see your brand as being customer focused and innovative as they engage with your community.
- **Continue to evolve as your community evolves.** Refine your community, your engagement plan, and audience. Communities are fluid and can adapt to help solve your latest challenge.
- **Access reporting and insight more holistically with a single login.** Cross reference data across communities for a more holistic understanding of target consumers.
- **The data you obtain is virtually limitless - 360 understanding of your customer.** Marry transactional customer data with attitudinal data; real-time on-demand rich verbatim responses; qualitative feedback; uploaded photos and videos - and more.
- **Agile, real-time targeting.** Assemble a community most relevant to your target audience, or conduct research with non-current audiences.



TOLUNAINSIGHTS PROVIDES A SCALABLE AND CUSTOMIZABLE APPROACH TO COMMUNITIES.

REACT QUICKLY WITH ENHANCED SPEED-TO-LAUNCH

Toluna QuickCommunities™ is a revolutionary DIY platform enabling you to create a highly-engaging, branded, web-based community in just minutes, then recruit your precisely targeted audience from the global Toluna community (or from any survey) - all in real-time. Collect rich, real-time, cost-effective qualitative and quantitative insight on an ongoing basis with just the click of a button, by sending surveys, presenting topics for discussion, and viewing results - all within a single platform.

DEVELOP ENTERPRISE-WIDE COMMUNITIES

Toluna has been providing community solutions since 2000, and we continue to invest in next-generation solutions. Our enterprise community offering enables you to create a truly full-featured highly-engaging, branded, web-based community, and recruit richly profiled members to participate. Your community can be home to customers, prospects and constituencies all within a single experience, using personalisation and segmentation. Community management solutions are equally advanced.

- **Test opinions before launch.** Applicable to products, services and messages
- **Innovation and co-creation.** Listen to your target audience to understand what they think and why
- **Conduct early-stage creative testing.** On-site discussions are informative and provide you with direction
- **React to timely news.** Consider insights concerning an ad-hoc topic, season or event
- **Pre-test ideas.** Qualitative research is an ideal forum for pre-testing ideas not yet on the market!

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

Count on our team of experts to provide you with the reporting and analytics you need to power your decision-making – no matter your need – or count on Toluna to provide more advanced reporting – from dashboards to full-scale management/permission-based reporting systems.

TOLUNAINSIGHTS 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.