

Toluna\*

# KNOW WHAT'S NEXT

TOLUNA CONNECTS BUSINESSES AND  
CONSUMERS TO DELIVER REAL-TIME  
INSIGHTS TO COMPANIES OF ALL SIZES



# TOLUNA – CONSUMER INSIGHTS FOR THE ON-DEMAND ECONOMY

What the world demands of brands, we demand of consumer insight. We innovate on-demand, we disrupt on-demand and we empower on-demand - to connect brands with consumers when it matters most – now.

## TOLUNAINSIGHTS IS THE INDUSTRY'S LEADING ON-DEMAND, REAL-TIME CONSUMER INSIGHTS PLATFORM.



**TOLUNA INFLUENCERS COMMUNITY**  
Millions of global influencers, delivering real-time insights to brands

**TOLUNA INSIGHTS**

- ✓ Audiences
- ✓ Surveys
- ✓ Communities
- ✓ Analytics

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 through one interface, empowering the adoption of agile research approaches, enterprise-level research programs and ultimately better and quicker decision-making

## TOLUNA PROVIDES UNIQUE BENEFITS

- **Access rich, on-going consumer insights in real-time**  
– Global access to highly engaged, well-profiled survey respondents available to answer your questions, and provide observed insights when you need it most - now.
- **Benefit by implementing agile research solutions**  
– Access to a full suite of research solutions within a seamless end-to-end platform, designed to deliver the speed and efficiency of automation.
- **Obtain high-quality insight without sacrificing speed or cost** - Whether you use our platform directly and need a bit of support, or you want us to manage your project Toluna's team of experts are ready to assist you.
- **Use the latest methods for obtaining insight** - We're proven innovators and you can put the latest methods into practice without having to worry about quality or reliability.

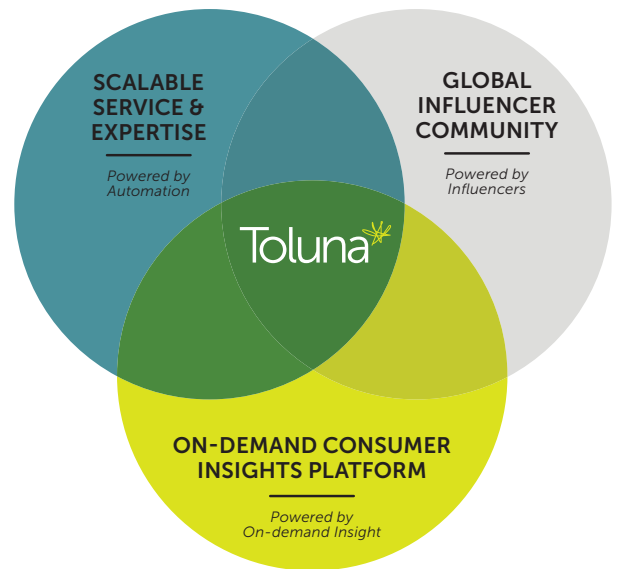
# TOLUNA PROVIDES A FULL RANGE OF SOLUTIONS DESIGNED TO HELP CLIENTS

- Save time - Automated insights methodologies
- Support fast-fail decision making - Quick feedback solutions
- Obtain a 360 view of consumers and trends - Global respondent community
- Uncover new trends and competitive intel - Digital tracking
- Obtain actionable dashboard reporting - Real-time analytics
- Customised/scalable solutions - Designed to address your needs

## WHY TOLUNA?

Toluna is powered by the perfect fusion of expertise, technology and community – which we use to connect businesses and consumers to deliver insights 'on-demand' to companies of all sizes.

- **Global Influencer Community** - The TolunaInfluencers community is the world's largest social voting community of millions of global influencers (more than 21+ million in 68 markets to be exact) and connects brands with consumers in real-time.
- **Leading On-Demand Consumer Insights Platform** - TolunaInsights™ end-to-end platform underpins everything we do, from our community, to our expertise. Access the platform directly, leverage Toluna's managed services, or create fully customised digital consumer insights programs via our engineered services.
- **Expertise** - Toluna infuses market-leading expertise into every aspect of what we deliver, from the technology that powers our platform to the customised service levels and solutions we provide.



### SELF-SERVICE

Full run of the platform on your own



### MANAGED SERVICES

Partner with our experts to structure programs and respondents while having direct access to TolunaInsights



### ENGINEERED

Count on Toluna for customised programs and engineered solutions

# JOIN THESE COMPANIES IN CONDUCTING ON-DEMAND INSIGHTS

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VOSS  
premium water from norway

PERONI  
NASTRO AZZURRO

BBC  
Worldwide

amazon



SEPHORA

SONY



FOX  
INTERNATIONAL  
CHANNELS

Etsy

CONDÉ NAST

Discovery  
CHANNEL



CVS  
Health.

Beiersdorf

Deloitte.

dyson

hulu

Kellogg's

DANNON

popchips

nielsen

CNN

AARP

NBCUniversal

HEARST



BROWNIE  
BRITTLE

accenture

sodastream

sky

npd

Allianz

Nestlé

King

Tetra Pak

Morgan Stanley



Reckitt  
Benckiser

L'ORÉAL

Coca-Cola

Toluna has been a proven innovator and provider of leading approaches to consumer insight since 2000 and we boast offices in 24 offices in Europe, North America, South America, Asia Pacific and MENA. 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.