

CREATE BRANDED DIGITAL COMMUNITIES IN MINUTES

Toluna QuickCommunities™, part of the TolunaInsights platform, empowers marketers and consumer insights professionals to quickly, meaningfully and cost-effectively connect directly with their precise target audience in a digital environment that enables them to send surveys, collect ongoing feedback, and ask follow-up questions – all within a single platform. Obtaining rich qualitative and quantitative feedback has never been easier.

PUT YOUR CLIENTS AHEAD OF THE PACK WITH AN INTEGRATED RESEARCH SOLUTION

Providing your clients with a solution where qualitative and quantitative feedback is easily accessible is invaluable. By using QuickCommunities, you're giving them the best of both worlds and delivering a holistic approach to consumer insights.

ONGOING, ON-DEMAND ENGAGEMENT AMONG A PRECISELY TARGETED AUDIENCE

Providing your clients research designed with the combination of qualitative and quantitative insight means providing them the best both worlds. Toluna is a long-standing provider of community-based approaches and consumer insight solutions that are designed with agency needs in mind.

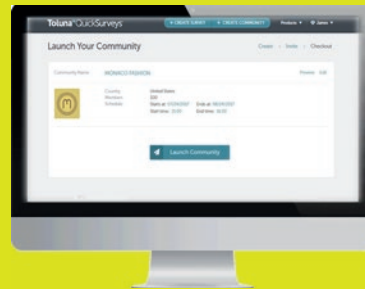
INCREASE EFFICIENCIES AND COST SAVINGS TO EXTEND YOUR INSIGHTS BUDGET

A DIY communities approach means communities can be set up in a fraction of the time and cost of traditional communities, with insights accessed on-demand.

HOW IT WORKS



BUILD a community using the intuitive wizard that offers an array of customization options, ensuring you're in sync with brand guidelines.



TARGET and LAUNCH by inviting members directly from Toluna's global panel of 21M+ consumers, then launch your community and invite members with a single click!



ENGAGE your members in real-time with discussion topics, integrated surveys and managed incentive programs to get the insights you need.

APPLICATIONS

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