

YOUR TARGET AUDIENCE HAS SO MUCH TO SAY

Toluna QuickCommunities™, part of the TolunaInsights platform, is a revolutionary DIY solution 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.

KEY BENEFITS

- Recruit members directly from the Toluna community to survey in real-time to continue to delve into key issues
- Go from launch to insight in hours and keep the community running on an ongoing basis for as long as you choose
- Community members participate in surveys and on-site discussions; feedback is extremely rich
- Communities can be set up in a fraction of the time and cost of traditional digital communities, and fulfilment of member incentives is included and fully automated

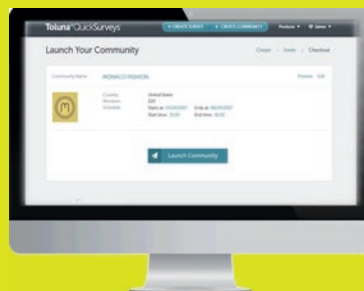
KEY FEATURES

- Real-time integration with millions of global consumers through Toluna.com means access to precisely targeted participants
- Send surveys, discussion topics, and multimedia in real-time; create live chats and one-on-one discussions
- Keyword tagging and 'like' functionality available
- Branding capabilities provide a customisable, positive experience for community members
- Community management and engagement is easy for experts and non-experts alike

HOW IT WORKS



BUILD a community using the intuitive wizard that offers an array of customisation 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!