



CASE STUDY: IMRG USES TOLUNA TO DEEPEN THE DEPTH OF THEIR RETAIL RESEARCH

BUSINESS CHALLENGE

IMRG needed a partner who would help supplement their findings with real-time access to consumer insight so the organization could deliver deep, actionable information to its 100+ members, many of whom are facing growing competition in their retail spaces. The organization found that partner in Toluna.

SOLUTION

- Toluna provides IMRG with access to data about a variety of topics, including fashion and e-retail, online shopping and the changing face of in-store retail, and more.
- Survey data has been used by the IMRG team to generate news that helps improve the association's visibility amongst non-members.
- Data is used to keep the IMRG top-of-mind with members and to drive ongoing social efforts and speaking engagements for the association.
- Article placements have included the Retail Times, BusinessMoney, Internet Retailing, and more.

IMPACT

In our role as a trade association we track lots of hard data on the online retail sector and source opinion from experts right across the industry to help us understand trends and developments. The missing bit from this is

what the retail customer actually thinks – using Toluna's service enables us to gather a snapshot view of this quickly and easily, breaking down respondents into demographic segments for additional levels of insight.

CLIENT:



Industry: Retail

Client Profile/Background:

The IMRG is the UK's online retail association and helps members understand and improve their online retail performance through a busy programme of retail benchmarking, data analysis, insight, best practice-sharing and events.

The IMRG delivers 120 individual metrics in a series of indexes, providing in-depth intelligence on online and mobile sales, delivery trends, marketing ROI and channel performance. The IMRG's membership community is comprised of businesses of all sizes – multichannel and pureplay retailers, multinationals, SMEs and micro retailers, as well as a wide range of solution providers to industry.