



CASE STUDY: TOLUNAMOBILE™

BUSINESS CHALLENGE

A Toluna client wanted to survey respondents daily, and ask about their usage of a test product. The client wanted to understand product usage by administering a daily diary study - asking respondents to provide feedback about a deodorant they were testing.

SOLUTION

Toluna provides multiple means of logging respondent participation for In Home Usage Tests - from mobile surveys, to online bulletin boards - all of which can be integrated to provide robust feedback.

Toluna suggested the company conduct this study via TolunaMobile Diary. Toluna can push surveys to mobile panelists to participate in multi-wave diary studies, during which time respondents can log into the mobile diary app to initiate surveys when, for example, they consume a product, or visit a store. Reminders are sent periodically to encourage participation and maintain engagement. Toluna panelists were invited to participate in the study, mailed the test product, and asked to participate over time using the TolunaMobile Diary app.

IMPACT

The data was captured in real-time, upon usage, rather than waiting for users to wait for an emailed survey opportunity. Responses were in the moment and more authentic than those received after the fact.

