

Toluna QuickSurveys



QUICKSURVEYS GIVES A COMPETITIVE EDGE TO ONE OF THE WORLD'S LARGEST MEDIA AGENCIES.

Business Challenge

One of the world's largest media agencies utilizes QuickSurveys as part of their business strategy when pitching for new business to many companies.

When they enter the pitch meeting, they are able to use key data points gleaned from many surveys to show prospects how well they understand their challenges, gaining a competitive edge to win the business.

Solution

With QuickSurveys, the agency benefits from speed to insights, often having the results in just a few hours. They also appreciate the reporting they get from TolunaAnalytics, including cross tabulation functionality and the option to download to PowerPoint.

Additionally, by purchasing credits in bulk and getting the cost savings upfront, it helps them streamline and operate more efficiently and ultimately, improve their bottom line.

Impact

With QuickSurveys, the agency gains insights quickly and cost effectively. When they win business with our solutions, they generate new revenue for the company, and continue to use our solutions for additional insights to retain their clients for repeat business.



Industry: Advertising, Marketing

Client Profile:

- Subsidiary of a Public limited company
- Subsidiary of largest advertising media company
- Purchases media buys for clients
- 7,000 employees; based in NYC, USA & London, England
- 11 offices across the U.S. and Canada with billings of \$9.96 billion

Client - Media Agency