



# Connecting people and brands.

Toluna is a technology company that delivers real-time insights at the speed of the on-demand economy. We connect brands with the people that matter most to them through a powerful synergy of:



ADVANCED TECHNOLOGY



UNRIVALED EXPERTISE



WORLD'S LARGEST RESPONDENT COMMUNITY



## GLOBAL PANEL COMMUNITY

Tap into the power of more than 40+ million validated panelists in 70+ markets across the globe with 750+ profile variables.

16.3m+

Members in **Asia-Pacific**

10.2m+

Members in **Europe**

7.7m+

Members in **North America**

4.3m+

Members in **Latin America**

1.6m+

Members in **Middle East & Africa**

40.1m+

Members **Worldwide**

## Toluna makes it easy to make faster, smarter decisions.



### Inform Every Team.

Feed your team's hunger to know it all, now by performing any qualitative and quantitative study you need in moments - from max diff to concept testing to brand performance.



### Faster Research.

Get the insights and answers you need the moment you need them - our clients get instant access to insights and the ability to field research in minutes.



### One Single Source.

Instead of multiple research tools and vendors - you can access 40+ million vetted respondents through one single login.



### Flexible Tech.

With a global panel at your fingertips and the ability to shift your method at any moment, Toluna Start makes it easy to flex your approach as your needs change.



### Smarter Decisions.

Sit back and supercharge your team. Because when the whole team is informed by the right research experts - every decision is simply smarter.



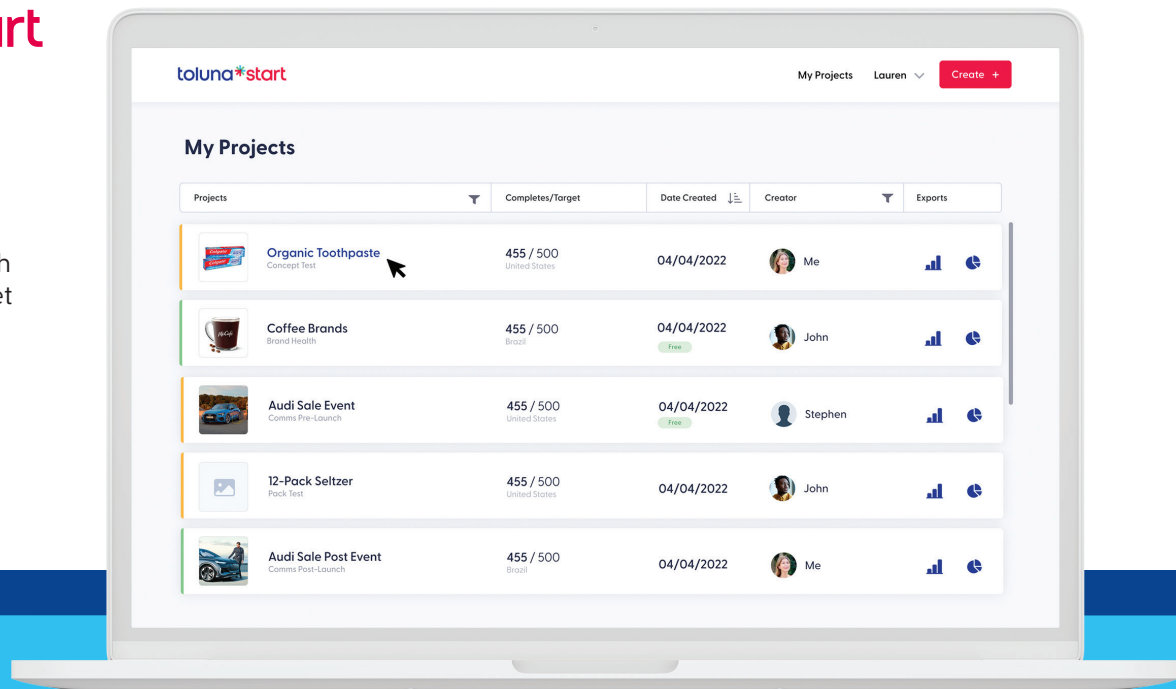
### Reliable Results.

When you're working with Toluna Start you can Lead with confidence - knowing that our respondents are constantly vetted and improved through pre and post field work, to back up every decision you make.

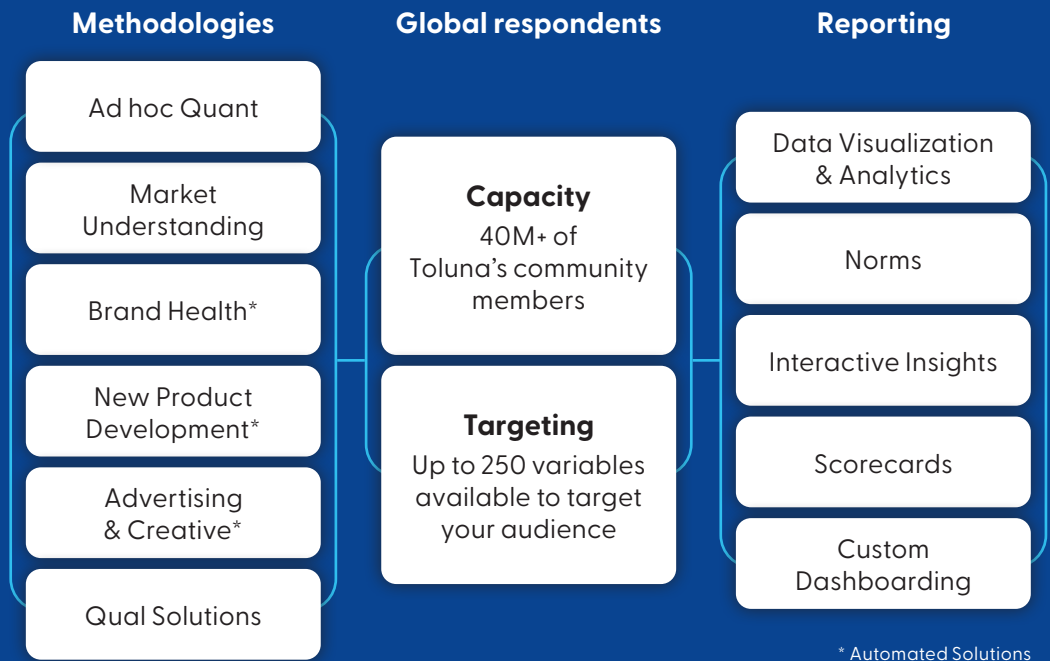


## Think it. Test it. Know it.

Backed by the power of Toluna's flexible tech and decades of market research, you really can reach any data point you need in one single source.



# What do you want to do today?



\* Automated Solutions

## Methodologies That Span Critical Business Areas

Development Phase	Early	Middle	Late
<b>Market Understanding</b>	Usage & Attitudes	Segmentation Shopper Journey Mapping & Experience	Ecommerce
<b>Brand Health</b>	Brand Health* & Brand Tracking		
<b>New Product Development</b>	Needs Identification	<ul style="list-style-type: none"> <li>Concept Testing*</li> <li>Choice Optimization</li> <li>Claims Testing</li> </ul>	<ul style="list-style-type: none"> <li>Pack Testing*</li> <li>Discrete Choice</li> <li>MaxDiff</li> </ul>
<b>Advertising &amp; Creative</b>	<ul style="list-style-type: none"> <li>Screening</li> <li>Creative Testing</li> <li>Pre-Launch*</li> </ul>	Comms Post-Testing*	
		Shelf Testing	TURF Analysis Conjoint Analysis Price Optimization

\* Automated Solutions



Fun Fact: We've helped reduce New Product Development cycles from:

1.5 years → 3-6 months

FLEXIBLE SERVICES & SUPPORT

## Start right, stay ahead.

With Toluna Start, you can access 40+ million voices around the world to conduct qualitative and quantitative research on your own or with the help of our experts.



Research Consultation, Survey Optimization and Design

Custom Scripting, Coding and Translations

Survey Programming and Fielding

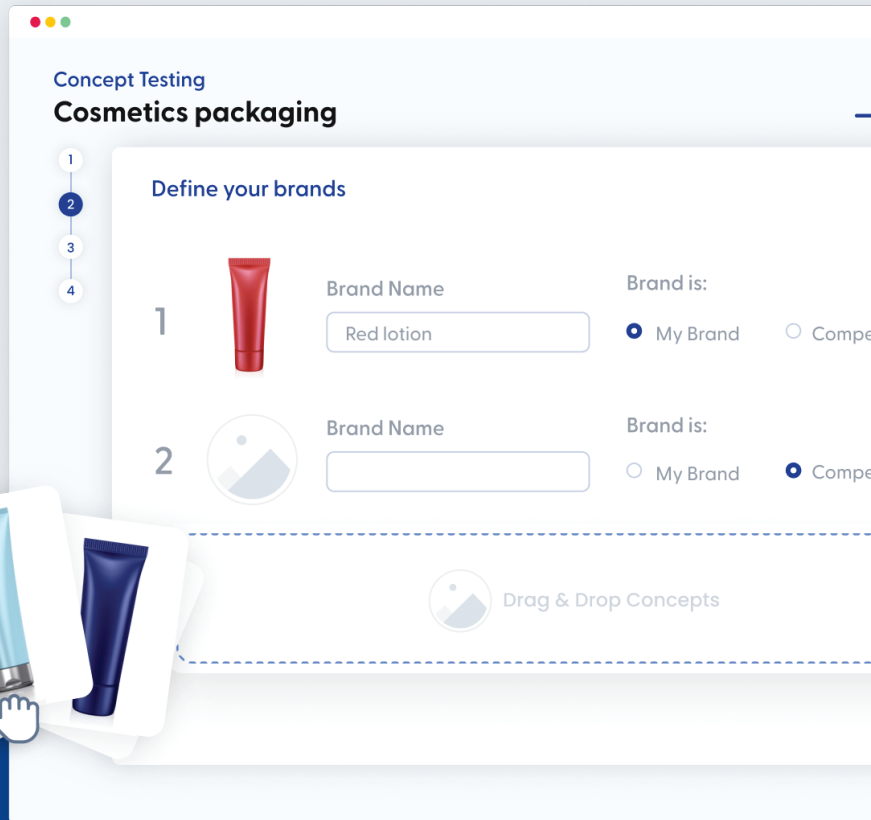
Project Management and Data Processing

Analysis and Custom Reporting (Max Diff, Utility Scores, Cost Simulators, etc.)

## How to Toluna Start?

- ✓ Log in
- ✓ Create your survey
- ✓ Find your community
- ✓ Make new discoveries

Visit [tolunastart.com](https://tolunastart.com)



**toluna**

## Contact us to start knowing

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