



Start Knowing

Make quicker, better decisions

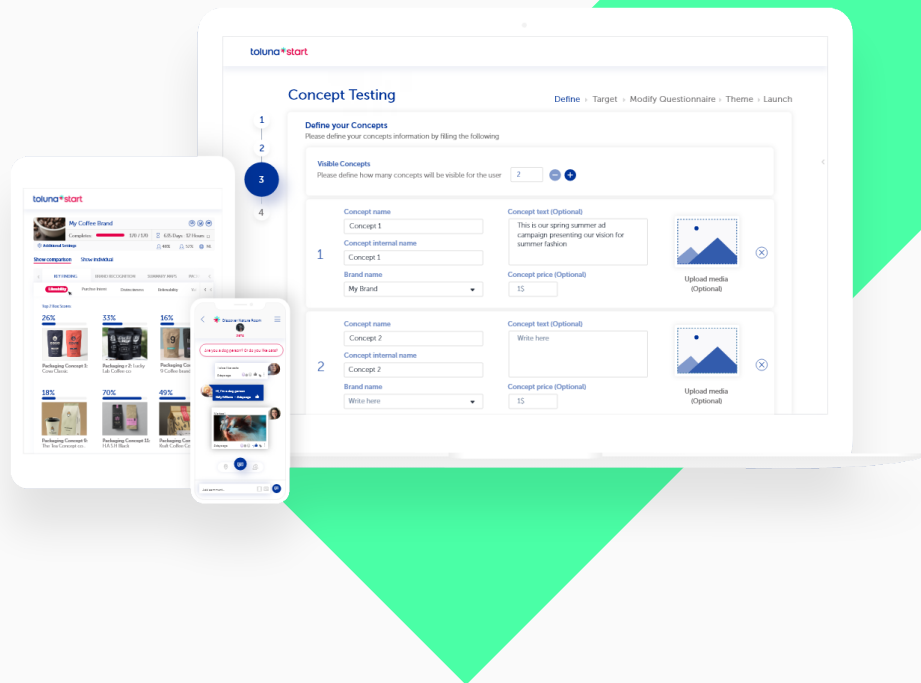
We do what no other insights company can - we combine innovative technology, award-winning research design, vertical expertise and a panel of over 30 million consumers.

What does this mean for you? It means you can get more research done in less time with less budget. It means you can design a research program that meets your needs, whether that's self-service or full consultancy. It means you can trust your insights because quality is baked into every part of our process. And it means you can do it at scale – because we have global reach not only in our panel, but in our global expertise.



The industry's first and only end-to-end consumer intelligence platform

With a single login, insight professionals can perform quantitative and qualitative research – either through self-service solutions or through custom research programs built with the help of research and service experts. Access a wide range of on automated insights solutions covering survey design, integrated respondents and reporting dashboards including insights and recommendations. It's all built inhouse and integrates Harris Interactive methodologies.



Toluna is the parent company of Harris Interactive and KuRunData. Together, we push market research toward a better tomorrow



Sector expertise with award-winning research design

Don't choose between automation and full service (need a better word). Our research experts fuse the best technology with innovative research design to create custom programs that get you the answers you need. We have deep vertical expertise that can move your insights forward. Predict trends, uncover growth strategies. And we do it globally.



High-quality digital research across the Asia Pacific region

KuRunData hosts the leading panel community in mainland China. We deliver critical insights and information fast with cutting-edge digital research and technology. Our diversified portfolio includes WeChat integration.

Uniquely equipped to serve your needs

Quality. We deliver authentic results. Unquestionable quality builds unshakeable trust.

Technology. We drive technology forward. Groundbreaking technology is proof of our innovation.

Expertise & Panel. We know the power of people. Our human panel and expertise fuel our insights.

Insightful. Empowering you to understand tomorrow, today. From what's happening, we reveal what's next.

Agility. You need to think fast, move faster. With us, don't just adapt—pull ahead.

With Toluna Start you don't have to compromise

Benefit	Feature	toluna start	DIY Providers	Full Service
Respondent access	Integrated panel	●	○	○
Real-time insights	Real-time responses	●	○	○
	Built in quality mechanisms	●	◐	●
Quality	Random respondent assignment	●	◐	●
End-to-end	Quant solutions	●	●	●
	Qual solutions	●	○	○
Reporting	Analytics within platform	●	●	○
	Insights dashboard	●	○	○
Flexibility	Template flexibility	●	○	●
Collaboration	Collaboration	●	○	●
	NPD testing	●	◐	◐
Methodologies	Comms testing	●	○	◐
	Brand health	●	○	◐
Key Features	Shelf, heatmapping etc	●	○	○
Additional Insights	Benchmark data	◐	○	●

