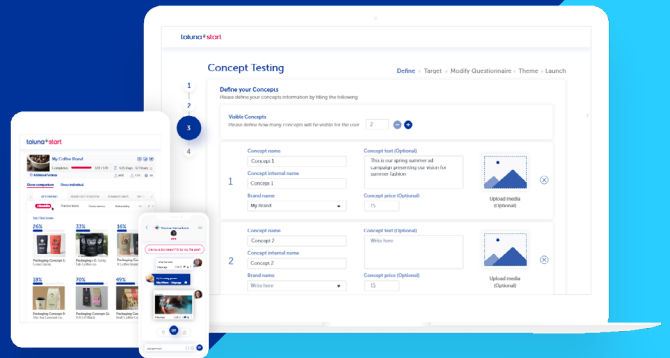
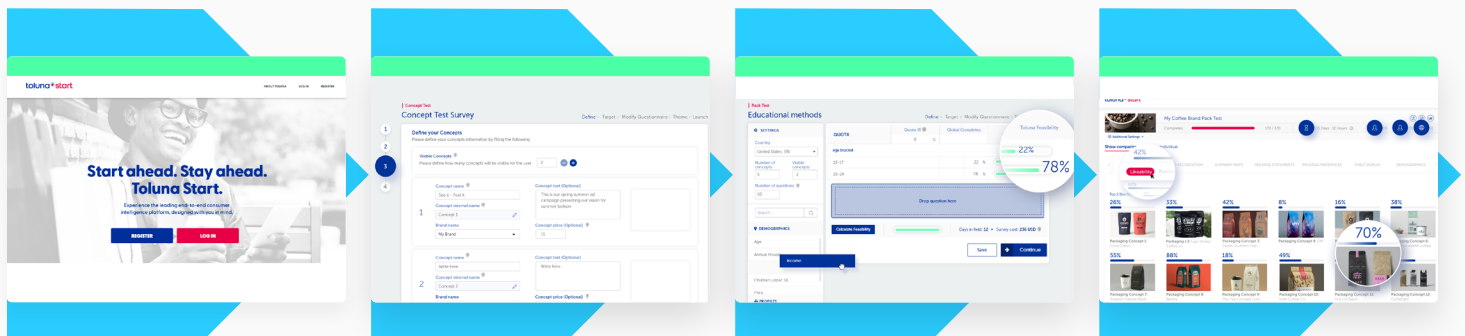


Access a single source for all of your consumer insights



Toluna Start is the industry's first end-to-end consumer intelligence platform. With a single login, perform quantitative and qualitative research - either through self-service solutions or through custom research programs built with the help of research and service experts.

How it works:



1. Platform Login

2. Create your Community/Survey

3. Target Respondents

4. Analyze and Share Results

Toluna Start – an enterprise solution that provides unique benefits:

- ▶ **Collaboration.** Build, update, and share with your team using a single login.
- ▶ **Quality.** Trusted methodologies and validated respondents yield consistent and actionable results.
- ▶ **Value.** We've built technology in house. Custom insights packages can be designed.
- ▶ **Flexibility.** Automated methodologies can be customized and we offer services to complement our solutions.
- ▶ **Speed.** Launch projects and obtain insights within minutes.

Transform your approach to insights with Toluna Start

An enterprise solution that provides unique benefits – designed with you in mind

- ▶ Technology the ease and speed of a turnkey platform offers efficiency and control.
- ▶ Built in house - the SaaS platform was built by researchers for researchers.
- ▶ Powerful Methodologies - automated yet flexible.
- ▶ Real-time insights from our integrated global panel of 30+ million.
- ▶ Quantitative and qualitative in a single platform.
- ▶ Actionable, real-time reporting and interactive dashboards.

Best-in-class research, automated

We've coupled industry-leading expertise with technology to automate market research across key areas.



Market Understanding

Understand your market, where you'll excel, and needed improvement.



Brand

Ensure your brand delivers value and remains relevant.



New Product Development

Understand what works, refine what doesn't, and bring successful products to market.



Advertising and Creative Testing

Enhance your creative and advertising to keep the momentum going.

