

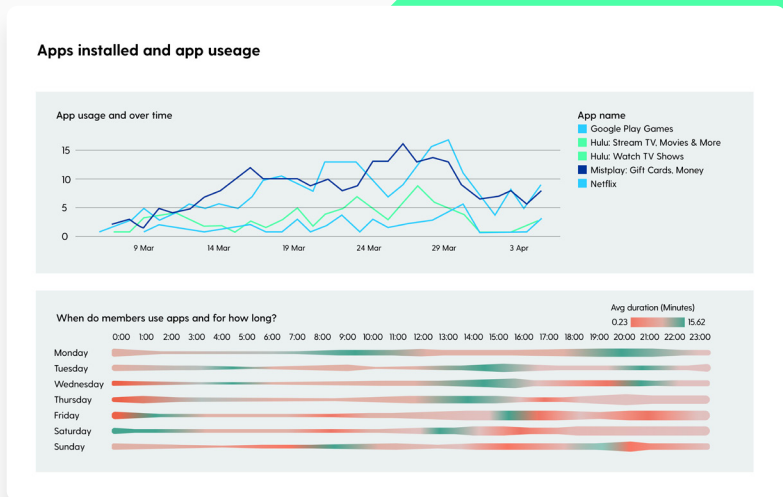
Behavioral Tracking



Understand consumer behavior like never before. Optimize marketing channels, reduce costs, and increase ROI by understanding where consumers really are and uncover their ever-changing buying patterns. Access behavioral tracking data within Toluna Start, the industry's first consumer intelligence platform.

Gain understanding of consumer behavior across mobile and desktop, websites, and apps. Move your business forward with behavioral insights:

- ▶ **Device information** (device type, make, mobile, cellular network, ADID)
- ▶ **Websites visited**, domain-level data (HTTP and HTTPS)
- ▶ **Full URLs** for our whitelisted sites
- ▶ **Apps installed** for our whitelisted apps
- ▶ **Time spent** on websites, apps and time of day
- ▶ **Search behavior** and search terms used
- ▶ **Purchase information** for some of the world's biggest retailers
- ▶ **Panel demographic** information is appended to behaviors



Optimize marketing channels, increase ROI with behavioral tracking solutions:

Brand Awareness

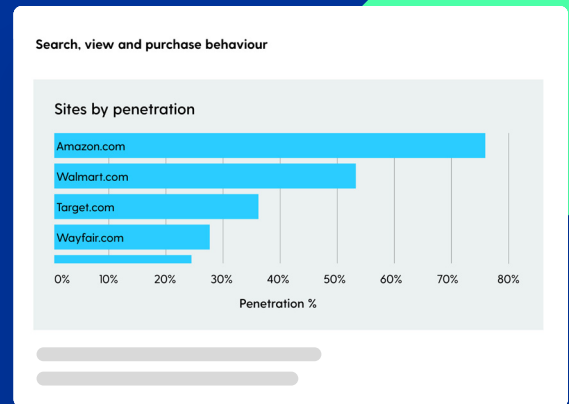
Understand how customers or prospects engage with your brand. With robust search, retailer, and eCommerce site tracking, determine actual behavior and influences that lead to the point of purchase and more.

Customer Journey

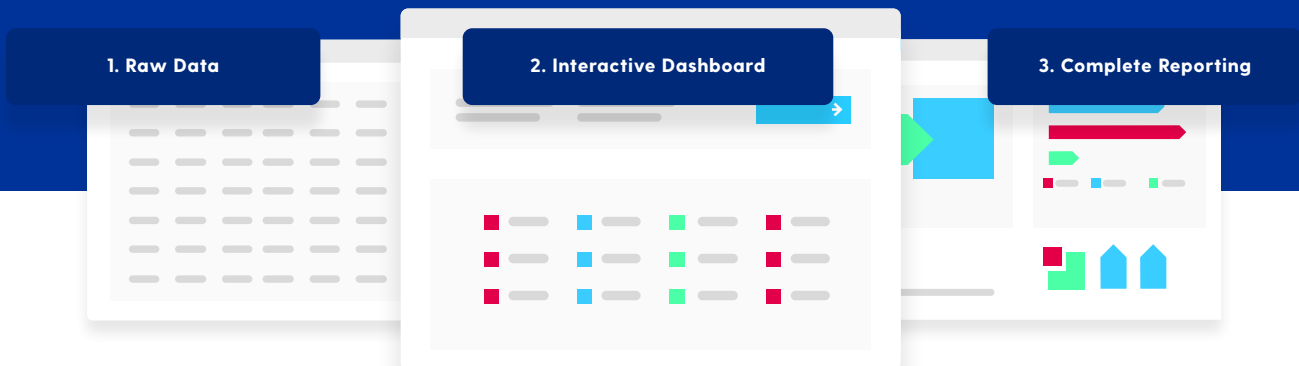
Behavioral data helps you determine how target consumers find you and those of your competitors, while accurately mapping their route along the way. Understand how target consumers find your products and your competitors, and identify what they're exposed to along the purchase journey.

Digital Segmentation

With behavioral data, you can see online daily routines, time spent on apps/sites per vertical, top apps by usage and more. Develop traditional segmentations, observational, and adapt on an ongoing basis.



Three levels of deliverables to suit every need



What makes us different

Industry's first end-to-end automated research platform provider.

You have the complete flexibility when it comes to integrating our quant, qual, tracking, and analysis tools into a solution customized to your needs.

Toluna behavioral tracking is best in class and provides in-depth analysis opportunities.

Our proprietary tracking technology provides cross-device behavioral data. We can invite tracked panelists to a survey or live discussion to understand the 'why' behind the 'what' of their online behavior.

Access to a unique, community-based global panel

We provide a seamless experience for participants, providing you with our industry-leading conversion and retention rates.