



Media Agency Behavioral Tracting

11

Years
partnership

20+

Markets
surveyed

380k

Interviews
annually

1.8k

Interlocked quotas
delivered each year

Challenge

One of the world's largest media agencies needed a partner to provide high quality interviews for its global media segmentation. The integrity and depth of the lifestyle data collected was critical since this data served as the foundation of their global framework for media planning and targeting.

It was important to the agency to be able to script surveys in multiple key and emerging markets. Additionally, they needed GDPR compliant data matching with cookie, transactional, behavioral and social data sources as well as forecasting re-contact rates.

Solution

Through Toluna, the agency was able to standardize core components while allowing for in-market flexibility. They enabled cookie, social, behavioral and transactional data to be integrated into the project while maintaining GDPR compliance.

The teams were able to conduct research on data quality and engagement across all device types.

They were able to accurately re-forecast recontact rates over time to enable client specific re-contacts to target segments with guaranteed representation.

Impact

The partnership has enabled the agency to deliver the key insights needed around media consumption and lifestyle habits to its global stakeholder network of clients.

The robust quality of the respondent data pool enables client specific research as a key differentiator and the ability to append multiple, reliable data sources into one media planning tool.

The partnership has transformed this global project by significantly reducing data collection times and increasing the speed to insight.