

Communications Post-Testing

Ensure your message delivers as it should



Automate your approach to communications post-testing with Toluna Start. Measure recognition, brand impact, likeability and emotional engagement. Get best practice research quality coupled with instant access to your target audience and real-time reporting. All at the speed your business demands.

Ensure that your communications and campaigns deliver by measuring recognition, brand impact, likability and engagement

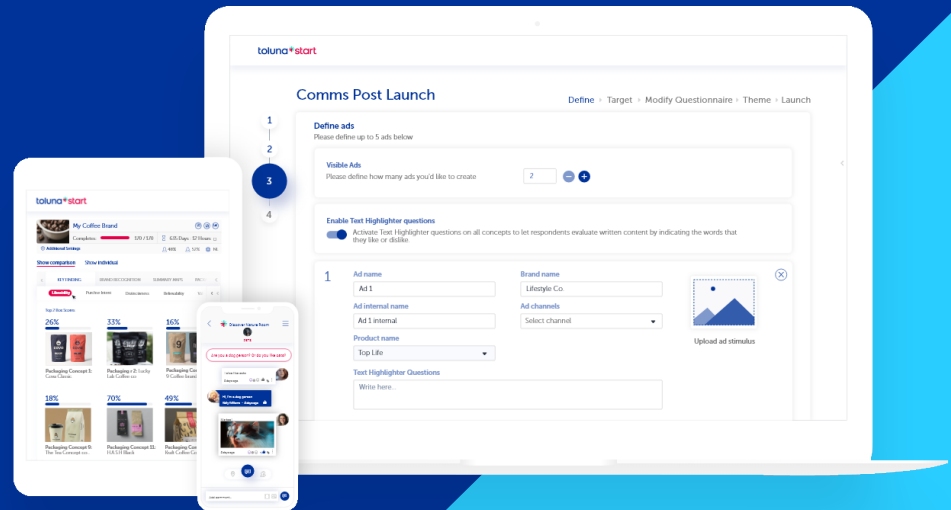
- ▶ Understand what elements of the campaign worked or didn't work.
- ▶ Learn how your target audience responded to your campaign.
- ▶ Review ultimate effectiveness of the campaign versus objectives.
- ▶ Discuss the campaign with key stakeholders.
- ▶ Provide valuable learnings for future campaigns.
- ▶ Evaluate performance against a target population.

Access key metrics that are designed to deliver critical insights

- Brand awareness and familiarity
- Overall likeability
- Brand perceptions pre and post comms exposure
- Brand and product/service linkage
- Emotion classification and intensity
- Slogan and music evaluation
- Call to action

Automate your communications post-launch testing

- ▶ Test video, static images, text or audio for digital, social, TV, print and outdoor mediums – branded or non branded.
- ▶ Test up to 5 ads per survey with 100 respondents or more per ad/comms test.
- ▶ Monadic study design, sequential monadic designs are possible.
- ▶ Test your communications with any desired target audience.
- ▶ Key features include heat mapping, timed exposure, text highlighter, and shelf testing.
- ▶ Test fully branded only OR unbranded exposure first followed by a branded exposure for the same respondent.
- ▶ Quota balancing by demographics/profilers and up to 10 custom pre-screeners.
- ▶ Infoboard reporting on ad recognition, overall likeability, brand/product linkage, brand impact, core message, emotion and call to action.



toluna*start

With a single login, conduct quantitative and qualitative research – either through self-service solutions or through custom research programs.

- ▶ **Actionable, real-time reporting and interactive dashboards**
- ▶ **Real-time insights from our integrated global panel of 30+ million**
- ▶ **Quantitative and qualitative in a single platform**
- ▶ **Powerful methodologies—automated yet flexible**



Website: tolunacorporate.com