Evolve your insights with toluna start qual

Get to the heart of your consumers’ everyday experiences through a wide variety of qualitative activities designed to engage with them anytime, anywhere.

Use a combination of Toluna Start’s end-to-end qualitative and quantitative research methods to understand consumer motivations, behaviors and experiences.

**Before Quant**
The exploration, ideation, and identification of the target consumer

**After Quant**
Enrich the quant data and understand the ‘why’

**Alongside Quant**
Create consumer stories

Asynchronous Qualitative Engagement

- Blog Activity
- Markup Activity
- Diary Activity
- Ideastorm Activity
- Picturebook Activity
- Screen Recording Activity
- Discussion Activity
- Poll Activity

Website: tolunacorporate.com
Live Video Interviews (IDI’s & Groups)

- Small Group Discussions; 1-8 consumers (in-depth interviews)
- Dedicated Observer Backroom
- Interactive Stimulus Sharing

- **Precise audience targeting.** Use Toluna Start to recruit from our global Influencer panel of 40+ million consumers, or tap into your own audience.
- **Flexible engagement timelines.** Engage with your audience for as long or as little as you need -- days, weeks, or months.
- **Easy, personalized engagement.** Choose activities designed to suit your research needs and your consumers’ engagement preferences.

**Fast & Flexible Quantitative Validation**

- Custom Quantitative Surveys
- Automated Quant Methods

**End-to-end research. End-to-end benefits.**

**Speed**
Benefit from qual solutions executed 50% faster than normal in addition to quant that can be delivered in hours.

**Ease**
Run all phases of a project under one subscription. Eliminate the headache of managing multiple partners.

**Value**
Use Toluna’s subscription model to commission both qual and quant studies at a significant discount.

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