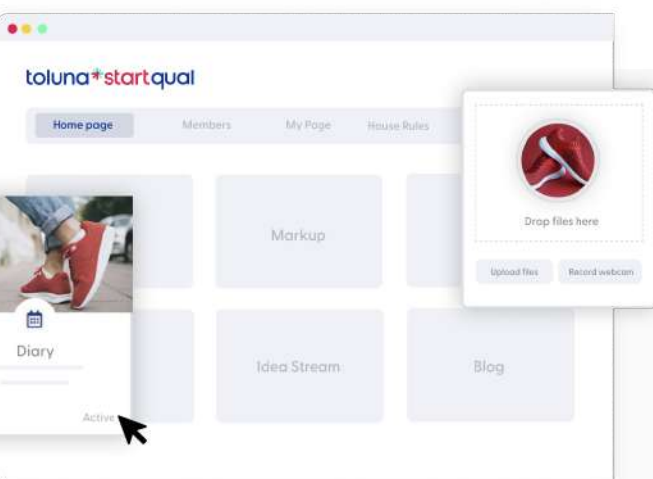
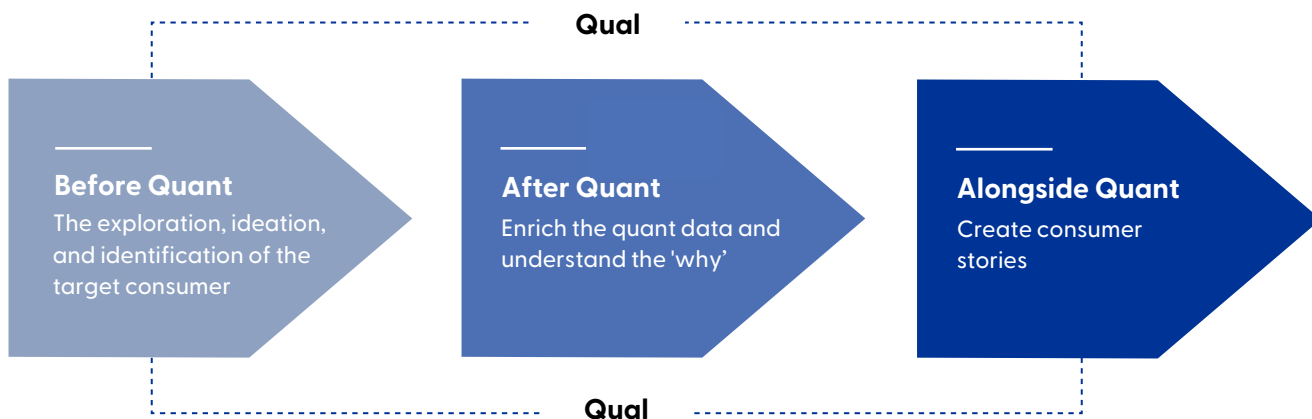


# Evolve your insights with toluna\*startqual

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.

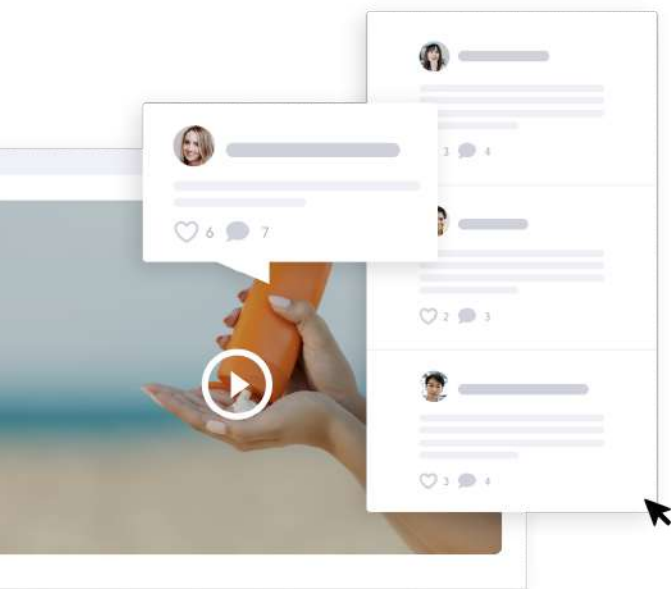
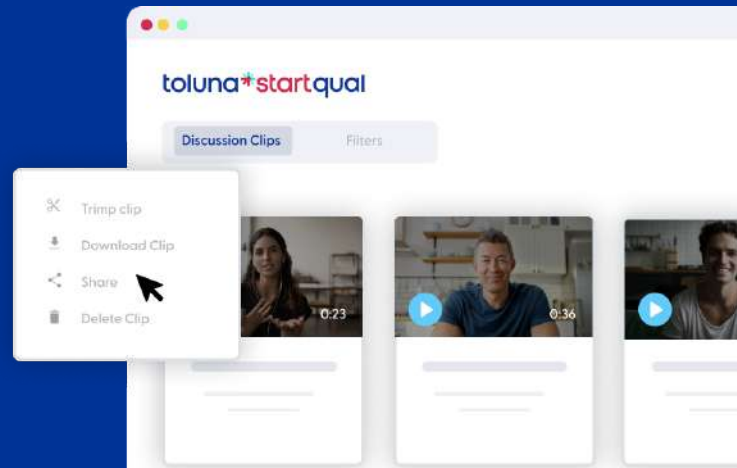


## Asynchronous Qualitative Engagement

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

## 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.