

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

