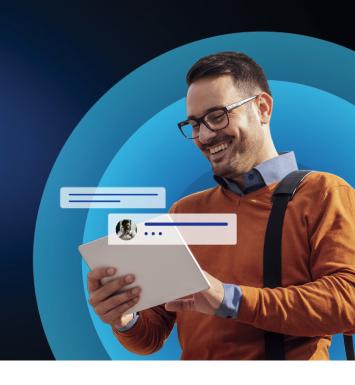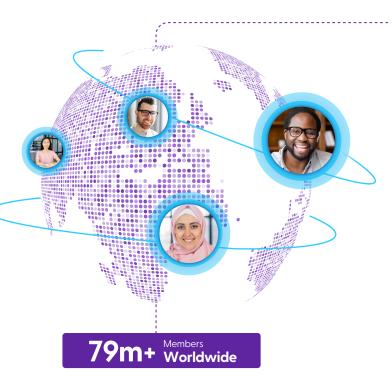# toluna MetrixLab

Connecting people and brands.

Toluna is a technology company that delivers real-time insights at the speed of the on-demand economy. We connect brands with the people that matter most to them through a powerful synergy of:

ADVANCED TECHNOLOGY

UNRIVALED EXPERTISE

WORLD'S LARGEST RESPONDENT COMMUNITY

Tap into the power of more than 79+ million validated panelists in 70+ markets across the globe with 350+ profile variables.

30.1m+	Members in **Asia-Pacific**
18.6m+	Members in **Europe**
19.4m+	Members in **North America**
8.4m+	Members in **Latin America**
2.5m+	Members in **Middle East & Africa**

79m+ Members **Worldwide**

toluna start

Think it. Test it. Know it.

Backed by the power of Toluna's flexible tech and decades of market research, you really can reach any data point you need in one single source.

We cover all of your market research needs and make it easy for you.

Methodologies

- Ad hoc Quant
- Market Understanding
- Brand Health*
- New Product Development*
- Advertising & Creative*
- Qual Solutions

Global respondents

Capacity
79M+ of Toluna's community members

Targeting
Up to 350 variables available to target your audience

Reporting

- Data Visualization & Analytics
- Norms
- Interactive Insights
- Scorecards
- Custom Dashboarding

* Automated Solutions

Start right, stay ahead.

With Toluna Start, you can access 79+million voices around the world to conduct qualitative and quantitative research on your own or with the help of our experts.

- Research Consultation, Survey Optimization and Design
- Custom Scripting, Coding and Translations
- Analysis and Custom Reporting (Max Diff, Utility Scores, Cost Simulators, etc.)
- Survey Programming and Fielding
- Project Management and Data Processing

toluna*start

modern fashion new design
quality money
comfort cool
brand

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toluna* **MetrixLab**