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Toluna's Holistic Approach To Data Quality



Introduction

The Toluna Way to Data Quality

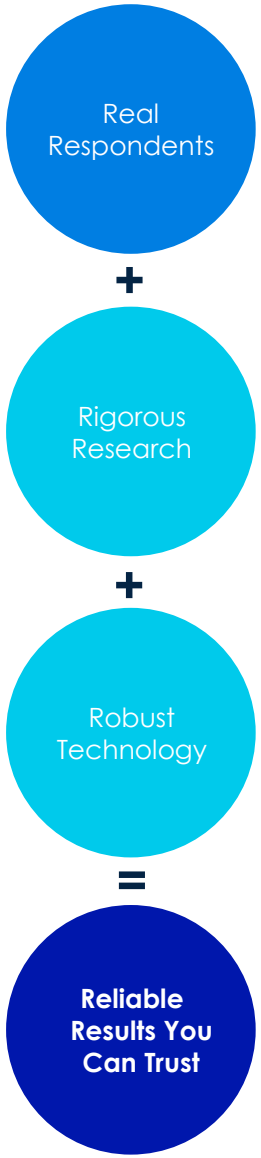
In the ever-evolving landscape of market research, the essence of genuine, high-quality data cannot be understated. This e-book illuminates Toluna's holistic approach to achieving unparalleled data quality at every juncture, also known as **Toluna QSphere**. Fortified by innovative technology, strategic design, and collaborative expertise, Toluna QSphere embodies our commitment to setting a new standard in data integrity and reliability.

We catch around 1 in 7 suspicious survey attempts at the pre-survey stage (Q2 '26). This saves you valuable time at the post-survey data cleaning phase while ensuring the highest quality of data.

Our commitment to quality rests on 3 fundamentals: respondents, research, and technology - the combination of which enables us to provide reliable, unbiased, and resonant results.

At Toluna, collaboration isn't just a value - it's our operational mantra. By sharing insights and best practices, our expertise facilitates an elevated research experience.

When you partner with Toluna, you're not just accessing quality data; you're embracing a commitment to precision, trustworthiness, and innovation-led thinking. Dive into our e-book and discover why Toluna is the gold standard in quality market research.

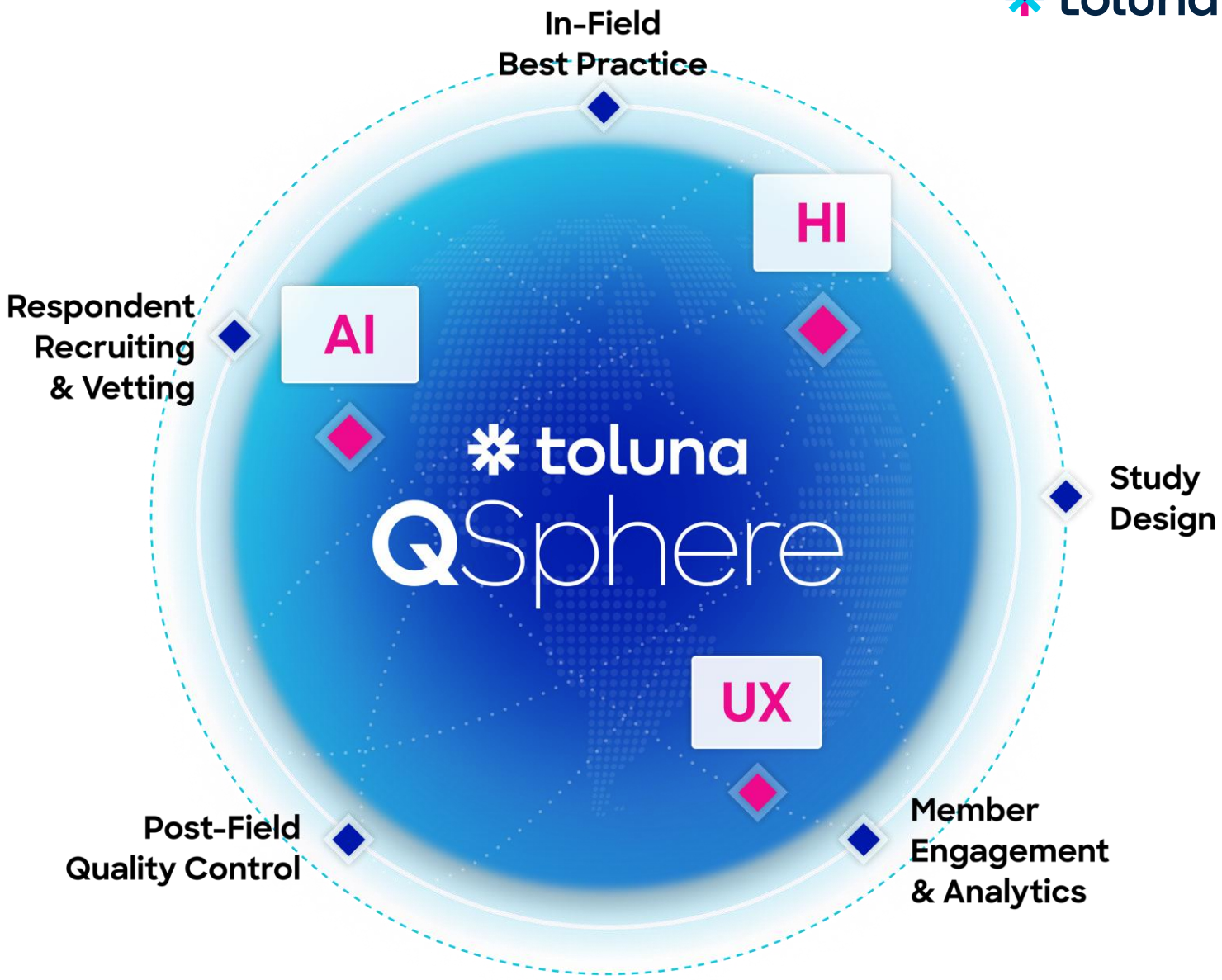


AI + HI + UX

Quality in Three Dimensions

Introducing Toluna's holistic approach to quality. By fusing advanced AI technology, human intelligence, and user-centric design, we've created a unique sphere of excellence.

From rigorous respondent recruitment and continuous engagement to strategic study design and meticulous post-fieldwork checks, we ensure every phase is touched by this triple- tiered commitment. Experience an all-encompassing dedication to quality, ensuring insights that stand tall on the pillars of trust and precision.



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High-Quality Respondents

Unlocking authentic engagement and representation



Identifying Genuine Respondents

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Why it Matters

Reliable insights hinge on respondents being authentic, attentive, and driven by more than just incentives.

Our Strategy

We harness automated checks and real-time analytics to assess respondent activity, translating these data points into individual quality scores. These scores dictate a respondent's continued eligibility for surveys.

Relationship Building

By fostering a deep connection with our panellists through our dynamic Toluna.com community, we motivate the respondents to provide genuine feedback. Recognizing their efforts not only elevates their involvement but also uplifts the quality of data they provide.

Quality Checks in Real-time

Tools at Play

Advanced algorithms, AI, and machine learning drive our real-time data quality assessment.

Monitoring

We continuously observe respondents' behavior, adjusting their individual quality scores according to their contributions. If someone doesn't meet our standards, they're automatically precluded from future surveys.



Guarding against bots and inauthenticity

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Why it Matters

Safeguarding the integrity of our insights is key, which is made possible through engaged and reliable respondents.

Real Respondents

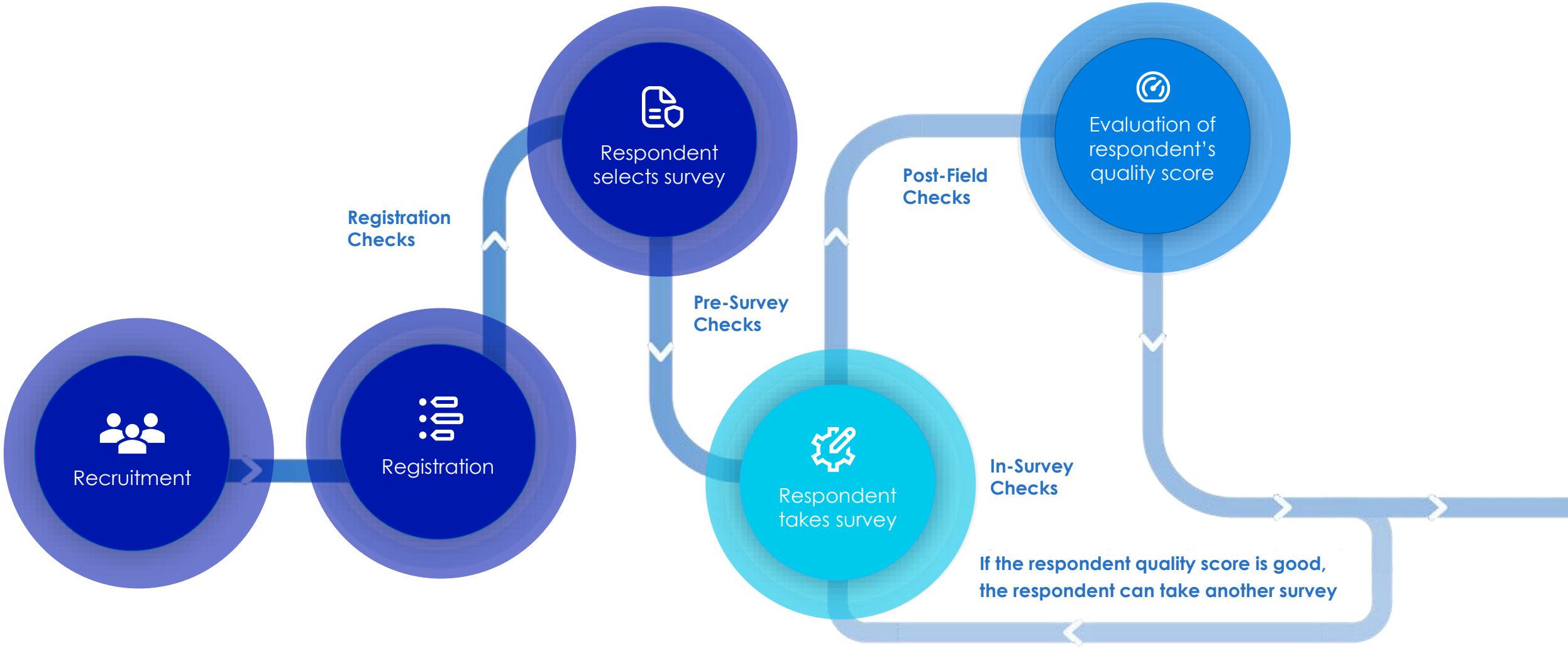
Through integrations like hCaptcha and double opt-in procedures, we ward off bots. AI further refines this by filtering out nonsensical or inappropriate responses.

Genuine Respondents

From registration onwards, we employ layered checks-linked account detections, blacklisted domain checks, and consistent device monitoring using digital fingerprinting, geo-location, and cross-referenced IP address checks. In-survey behaviors, like language inconsistencies and extreme biases, are also closely watched. For added integrity, we cap survey participation at five daily.



Guarding against bots and inauthenticity



Ensuring Representation

Why it Matters: A wide-ranging, impartial group of respondents is crucial for credible insights.



ThinkAction™ Building a Global Community

Innovative Recruitment

We've cultivated our global panel through ThinkAction™, our proprietary affiliate network. Leveraging diverse channels from social media to display advertising, we ensure a rich, engaged respondent pool. What's more is that our proprietary panel is the Toluna source with the lowest pre-survey rejection rate - a testament to the effectiveness of our approach towards upholding a high quality standard.



Collaborative Ecosystem

Strengthening Our Panel

We occasionally bolster our Toluna panel with trusted partner panels. These partners undergo a stringent vetting process, from detailed quality checks to scheduled assessments, ensuring their respondents meet our exacting standards.

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Harnessing our Platform for Quality Data

Empowering your journey with user-friendly tools



Support, Guidance, and Assurance in Tools

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Our suite of intuitive tools ensures you harness best research practices effortlessly. While you may run projects on your platform, our knowledge base is open to you, championing the power of shared expertise.



Data Quality and Tools

Research is layered with nuance and considerations.
That's why we've designed our tools to simplify research theory, letting you operationalize with confidence. Launching a project with Toluna Start assures best practice alignment, securing impeccable data quality.

To curate a seamless user experience, our tools continually undergo UX tests. This foresight drastically curtails potential errors.

How Our Tools Safeguard for Data Quality

- On spotting any anomaly, you receive nudges and alerts.
- Direct access to our support team for specific queries.
- Integrated support resources, from tutorials to best practice guides.
- Automated in-survey quality checks of open-ended questions

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Best Practice Research Design

Pursuing excellence in every aspect of research





Certified, Connected, Making a Difference

Associations

IAB EU
European-level association or the digital mkt & ad ecosystem

- ESOMAR
- Women in Research
- Market Research Society
- Syntec Etudes France
- Australian Market & Social Research Society
- German Society for Online Research
- German Association for Market and Social Research
- Market Research Society Singapore
- Korea Research Association
- Japanese Market Research Association

Awards and Contributions

- Awarded for our contributions and support during the Covid-19 Pandemic in India.
- We partner with MSF to support communities in crisis around the globe.
- We enabled our panel to donate their rewards to support humanitarian efforts in Ukraine.

Better research, powered by groundbreaking tools

Our AI-powered platforms and tools will equip you with deeper insights, enabling you to streamline your research process and increase efficiency.



AI is in our DNA and at the core all that we do. Here's a sneak peek into a couple of our new AI-powered launches that can help you strengthen your research:

- **SmartCloud:** An advanced solution that utilizes the latest AI models to extract meaning from responses, not just keywords or key phrases. This advanced technique, known as theme extraction, allows you to see data differently and gain a deeper understanding of your data, empowering brands to work smarter and move faster.

- **QProbe:** Conversational AI probe that digs for deeper insights from responses to open-ended questions in quant surveys.

Partnering for Quality Insights

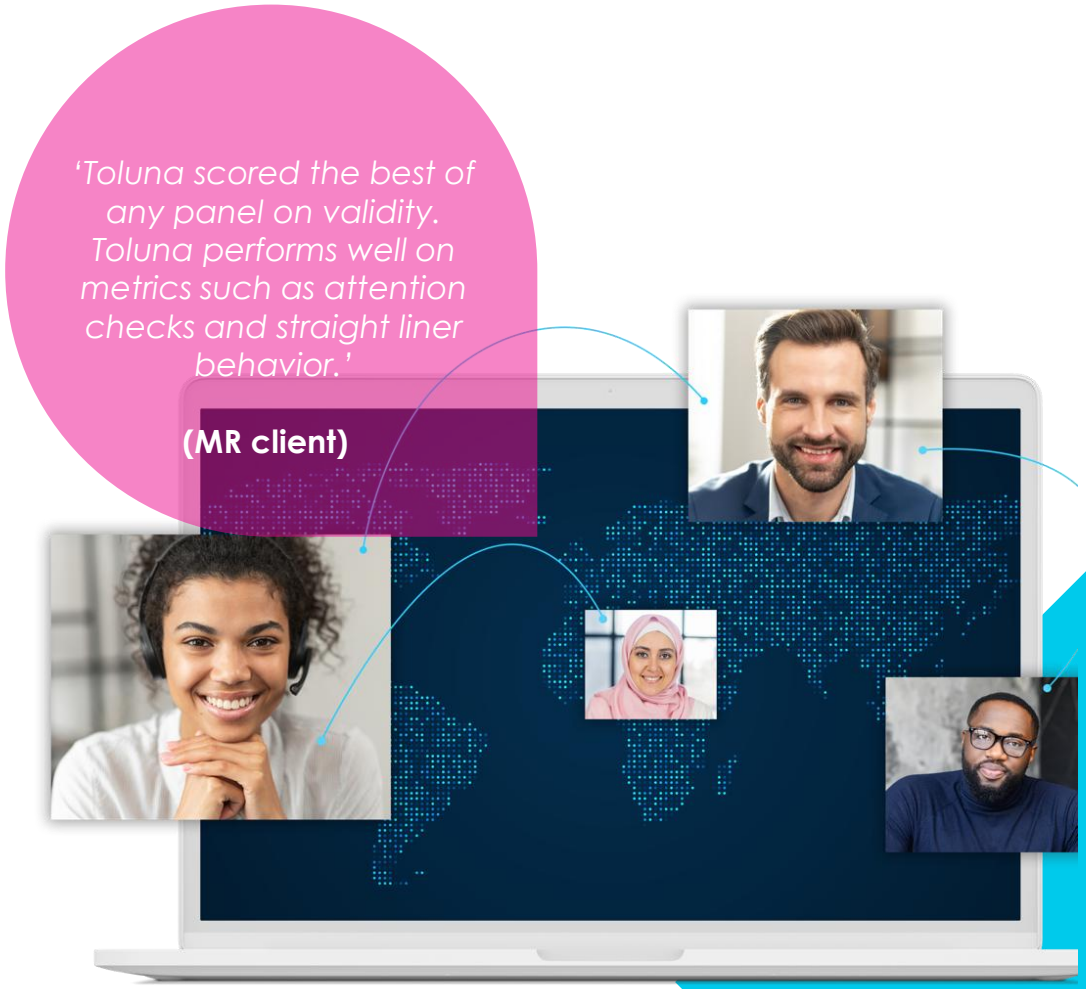
Your pursuit of quality insights is our priority. Our comprehensive research services promise proactive counsel and round-the-clock assistance for both isolated projects and enduring partnerships.

How we partner with you:

Continuous Engagement
Reach out anytime for clarity, advice, or backing on any facet of our quality frameworks.

Skill Enhancement
We extend bespoke training and guidance - catering to individuals or groups - to promote superior quality achievement.

Consider us your devoted ally in upholding research excellence.



Questions?
Please contact us.

