Toluna Helps Global Community connect With Launch Of iPad And iPhone App

Contributed by Toluna
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Leading independent online panel provider Tolunaâ€™s 4 million-strong community can now share opinions and post their own surveys anytime, anywhere, thanks to an innovative new iPad and iPhone app, which gives users the ability to take Toluna QuickSurveys
directly through their mobile devices.

Toluna recognises the need to provide their respondents with the ability to engage with them wherever they are through their platform of choice, and this new up-to-the-minute technology will result in speed efficiencies and locationbased opportunities for Toluna clients.

The new Toluna application is available to download free from the App Store
worldwide, enabling members to create polls in seconds and get answers from the global community straight to their iPhone or iPad. Users can also upload pictures directly to their own polls, and publish surveys and opinions instantly on social networks.

Frederic-Charles Petit, Chief Executive at Toluna, commented:
â€œThe mobile revolution is fast paced and exciting, and is resulting in significant changes in the way that we interact with respondents. Toluna is at the forefront of these trends, developing new technology that tracks and embraces current web behaviour, communicating and collecting information across different sources and devices. All this underlines our commitment to building our community of highly engaged panelists, offering them ways to connect that are convenient, appealing and easy-to-use, while delivering even better insights to clients to give them a distinct competitive advantageâ€•.

â€œThe Toluna community collects more than one million poll votes and opinions a day across 42 countries, and this innovative new app will broaden the scope of our already thriving community. Itâ€™s already proving popular amongst users with 1,500 recorded downloads per week.â€•

Download the Toluna app at http://tolu.na/w0QdMT

About Toluna
For further information, please visit www.toluna-group.com

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