

Toluna Announces the Launch of TolunaTracking™

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Toluna, one of the world's leading online research respondent and technology providers, recently announced the launch of TolunaTracking, a comprehensive research solution that enables brands to gain deeper insight from custom research data.

TolunaTracking is a one-of-a-kind approach to tracking surveys that couples TolunaAnalytics, the company's data reporting, analysis and visualisation tool, with SmartSuite, the company's statistical matching methodologies that enhance sample representativeness and ensure that brands do not mistake changes in sample composition for adjustments in the key metrics they are tracking in the first place. TolunaTracking clients can access data in real-time and react to changes by delving into specific time slices, run custom data tables, or conduct ad hoc analysis to better understand data changes. "The ability to analyse results in real-time and run ad hoc custom reporting is critical as clients continue to examine the value of tracking research," said Carol Haney, Senior Vice President, Product Marketing. "TolunaAnalytics enables users to extract insight from tracking studies and analyse data to find root causes in real-time, rather than waiting until the end of a reporting period." In a recent report, the American Association for Public Opinion Research (AAPOR) described matching as "the most promising non-probability method." As such, sampling consistency is critical for tracking studies. John Bremer, Chief Research Officer, Toluna said: "Many tracking study providers confine themselves to specific respondent sources for fear that such changes will impact data consistency negatively. Unlike methodologies that place limits or controls on the sources from which they might select respondents, our SmartSuiteSM methodologies open the door safely to just about any potential respondent irrespective of his or her originating source. SmartSuiteSM offers a trustworthy solution to brands that are concerned about migrating tracking studies from telephone to online, online to mobile, or moving from one supplier to another irrespective of the interviewing mode." For more information please visit: <http://www.toluna-group.com/> | @TolunaGroup Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group