

Toluna Adds Survey Geolocation Capability to Mobile App

Contributed by Toluna
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London, UK, 6th December 2013: Toluna, one of the world's leading online research respondent and technology providers, today announces that the company's TolunaMobile,¢ Diary app can now use geo-fencing to target survey respondents based on their location. Â Â

As Carol Haney, Toluna's Senior Vice President of Group Product Marketing, explained, "The ability to push surveys to Toluna's panelists based on their location presents limitless opportunities for in-the-moment market research. The TolunaMobile,¢ Diary app is ideal for any brand interested in capturing in-the-moment feedback through diaries, ethnography, and tracking across diverse topics in nearly any language worldwide." • TolunaMobile,¢ Diary is available for use on smartphones and tablets. The app features a flexible method of presenting questions and responses to users in-store, including the ability to present and upload video, images, and read UPC barcodes. The app can send automatic and customised reminders to prompt respondents to enter information based on location and event, optimising engagement. Now, TolunaMobile,¢ Diary can push surveys to respondents as they enter a specific location, or geo-fence, thus getting as close to in-the-moment research as possible. The geo-fencing capability is available in multiple countries. Surveys are available in over 30 different languages.

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