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## **Toluna Continues Commitment to Data Quality - Partners with Imperium to Implement Verity™ to Validate Respondents**

(Wilton, CT) Toluna, one of the world's leading online research panel and survey technology providers, and pioneer of Real-Time Sampling® methodology, announces that the company will leverage newly introduced Verity™ to validate respondents against third party data sources.

"Toluna has always been at the forefront of quality. We define quality not only as data quality," says Frédéric-Charles Petit, CEO of Toluna, "but quality of process and service. This is demonstrated with our global satisfaction scores in excess of 96%. Further, we understand the importance of a quality respondent experience, and provide an engaging platform for respondents via our Toluna.com 'community' website."

To date Toluna has taken numerous measures to ensure the survey respondents provided to customers are free of duplication via Duplicate Respondent Detection™ technology, powered by RelevantID, and that the respondents themselves are engaged. The additional measure that Verity provides ensures that respondent self-reported data is validated against third party data sources.

The company actively participates in all industry-wide quality initiatives, and has outlined standard operating procedures in the Toluna Quality Data Program (QDP).

"Technologies to enhance data quality are constantly evolving, and we are committed to being at the forefront of these changes, to best serve our client's needs. We are using Verity to validate the identity of survey participants, because we believe it will quickly become the industry standard for respondent validation." Hugh Davis, Chief Strategy Officer, Toluna.

"We were delighted to have Toluna as one of our premier clients," says Marshall Harrison CEO of Imperium, provider of Verity. "We look forward to continuing our long-standing relationship with Greenfield Online, and now Toluna as they continue to leverage our technology for data quality initiatives."

### **About Toluna**

Toluna is the world's leading independent online panel and survey technology provider to the global market research industry. The company provides online sample and survey technology solutions to the world's leading market research agencies, media agencies and corporations, from its 17 offices in Europe, North America and Asia Pacific. In 2009, Toluna welcomed

Greenfield Online and Ciao Surveys into the group – complementing its traditional strengths in Europe and increasing its online sample and delivery capacity in the US, Canada and Asia Pacific.

Unlike other panel providers, Toluna has developed a unique online community approach to the management of its panels. Through the use of web 2.0-based technology it has created the world's first social voting community site [toluna.com](http://toluna.com), focusing on maximizing panelist engagement to offer increased survey responsiveness and data reliability to its clients.

In addition Toluna is enabling organizations to generate valuable customer insight by creating, hosting and managing their own online communities using its software as a service community management solution; PanelPortal™ <<http://www.toluna-group.com/en/software/panel-community/the-solution/>>. Toluna's portfolio of research technology solutions also include QuickSurveys™ <<http://www.toluna.com/quicksurveys>> - an online self-service tool that enables you to ask 1-5 questions and receive 1,000 responses in a few hours, Interactive Voice Response, mobile survey capabilities and BrandSpector™ a new approach to measuring the efficiency and effectiveness of online advertising campaigns using the Toluna online panel.

## **About Imperium**

Imperium is a leading technology development firm specializing in the design, development, implementation and support of database systems for business intelligence and integrated e-business solutions. Imperium provides innovative products and services in the areas of market research, financial services, telecommunications, healthcare, marketing, advertising and web design.

Our brands include RelevantID® - the leading industry digital fingerprinting technology for fraud prevention, Verity™ – the data validation service that confirms the accuracy of a person's name, address and other demographics, and RelevantView®- technology that captures user's online experience on websites and web applications. Imperium is a Microsoft Gold Certified Partner.