



# TOLUNA INFLUENCERS COMMUNITY PANEL BOOK 2018

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# TOLUNA IS TRANSFORMING THE WAY MARKETING DECISIONS ARE MADE

WE BRING CONSUMERS AND BRANDS TOGETHER VIA THE WORLD'S LARGEST SOCIAL VOTING COMMUNITY OF MILLIONS OF MEMBERS ACROSS 62 COUNTRIES/REGIONS. THIS EMPOWERS COMPANIES TO BRAINSTORM IDEAS, UNCOVER NEW BUSINESS OPPORTUNITIES AND ANSWER THEIR QUESTIONS IN REAL-TIME.

Our unique, cross channel approach to member engagement provides real-time access to deeper respondent insight. Our community is well-profiled, and active. They are loyal, trustworthy and completely candid. We reach survey respondents across the globe and engage with them when and how they want. And when and how you want - in Real-Time.

## VAST RESPONDENT PROFILES - REAL-TIME RESPONDENT TARGETING

Our members provide us with information about themselves, their attitudes and behaviors. We have developed profiles that enable us to target respondents in real-time, but can also profile in real-



Basic



Beauty



Home and Family



Mobile



Automotive



Finance



Internet and Media Use



Shopping



B2B



Health



Medical Professionals

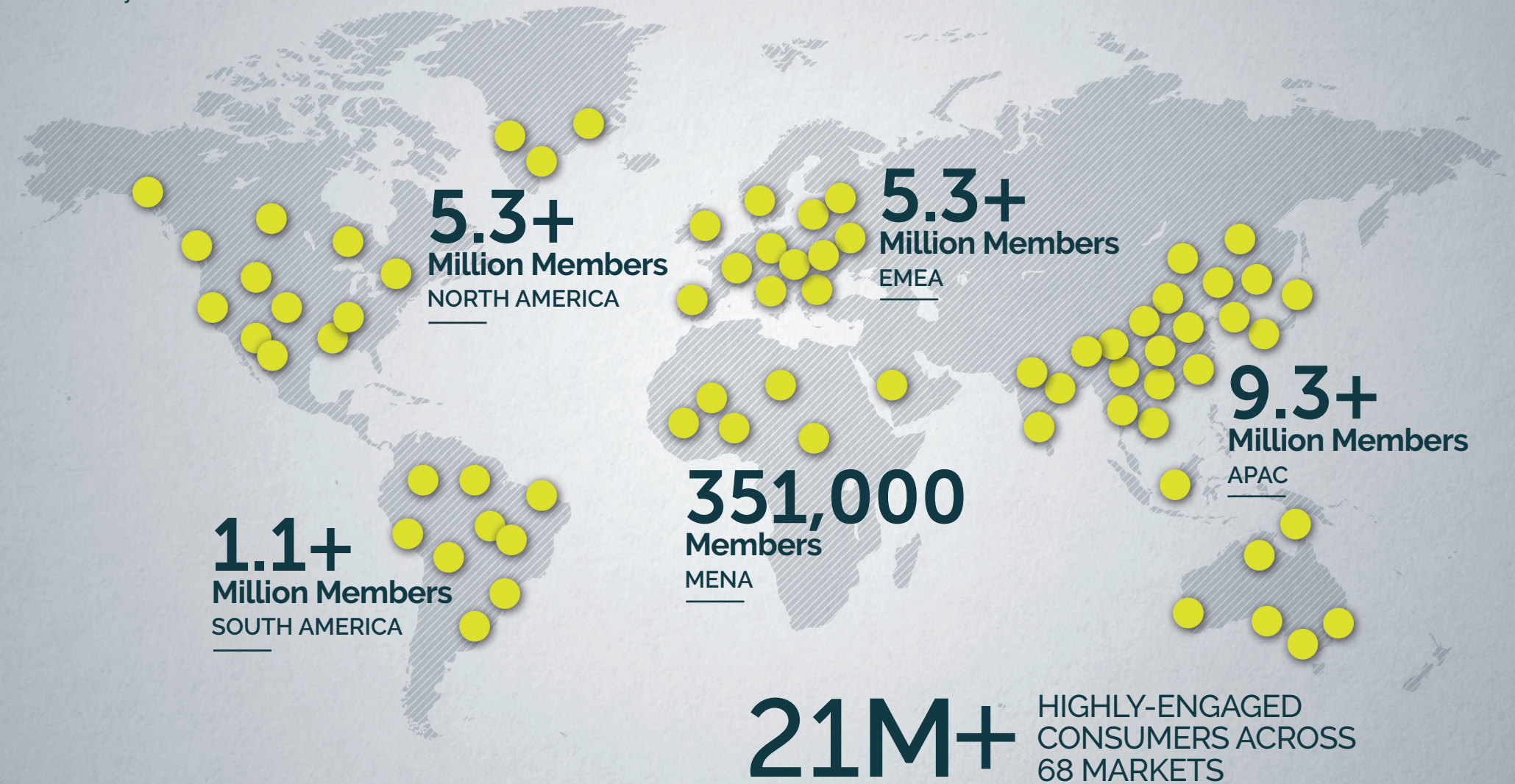


Sports and Leisure



# GLOBAL INFLUENCER COMMUNITY FOOTPRINT

Real-time access to the worlds largest social voting  
community of influencers



# TOLUNA PANEL IN 68 COUNTRIES/REGIONS

## NORTH AMERICA

Canada	690,588
Mexico	256,800
United States	4,447,720

## SOUTH AMERICA

Argentina	166,561
Brazil	620,276
Chile	73,126
Colombia	113,097
Ecuador*	10,670
Paraguay	3,853
Peru*	41,015
Uruguay*	9,089
Venezuela*	80,754

## EMEA

Austria	56,634
Algeria	19,728
Belgium	104,828
Bulgaria	14,960
Czech Republic	44,817
Denmark	99,563
Finland	45,672
France	529,699
Germany	375,515
Greece	27,077
Hungary	64,483
Ireland	88,879
Italy	331,145
Kenya	23,140
Latvia	3,098
Lithuania	4,106

Netherlands	238,061
Nigeria	14,855
Norway	40,353
Poland	216,549
Portugal	38,367
Romania	42,398
Russian Federation	521,202
Slovakia	12,209
South Africa	85,694
Spain	332,737
Sweden	183,010
Switzerland	48,777
Turkey	261,884
Ukraine	10,845
United Kingdom	1,511,916

## MENA

Bahrain	Launched
Egypt	96,449
Iran	Launched
Iraq	Launched
Jordan	Launched
Kuwait	Launched
Lebanon	Launched
Morocco	36,963
Oman	Launched
Pakistan	40,492
Qatar	Launched
Saudi Arabia	112,132
Tunisia	7,210
UAE	57,829

## APAC

Australia	365,285
China*	6,691,400
Hong Kong	45,933
India	456,419
Indonesia	348,123
Japan	273,625
Korea	279,679
Malaysia	134,402
New Zealand	46,001
Philippines	225,238
Singapore	66,320
Taiwan	112,545
Thailand	209,936
Vietnam	133,800

# TOLUNA PARTNERS

## THE AMERICAS

Anguilla
Antigua and Barbuda
Barbados
Bolivia
British Virgin Islands
Cayman Islands
Costa Rica
Cuba
Dominican Republic
El Salvador
Grenada
Guatemala
Guyana
Haiti
Honduras

Jamaica
Montserrat
Nicaragua
Panama
Puerto Rico
St. Kitts and Nevis
St. Lucia
St. Vincent Grenadines
Suriname
Trinidad and Tobago
Turks and Caicos

## EMEA

Belarus
Benin
Burkina Faso
Burundi
Cameroon
Central African Republic
Congo
Croatia
Cyprus
Estonia
Ghana
Guinea
Guinea Bissau
Ivory Coast
Kazakhstan

Kenya
Liberia
Madagascar
Mali
Mozambique
Niger
Oman
Rwanda
Senegal
Somalia
Swaziland
Tanzania
Uganda
Zambia
Zimbabwe

## MENA

Algeria
Bahrain
Iraq
Kuwait
Lebanon
Palestine
Sudan
Syria
Yemen

## APAC

Bangladesh
Cambodia
Fiji
Laos
Nepal
Sri Lanka



## % OF RESPONDENTS THAT PARTICIPATE VIA MOBILE BY GEOGRAPHY

THE AMERICAS	Panel Count	EMEA	Panel Count	MENA	Panel Count	APAC	Panel Count
Argentina	40%	Austria	26%	Egypt	45%	Australia	27%
Brazil	30%	Belgium	18%	Morocco	52%	China	6%
Canada	21%	Czech Republic	20%	Saudi Arabia	58%	Colombia	36%
Chile	47%	Denmark	30%	United Arab Emirates	44%	Hong Kong	38%
Mexico	36%	Finland	37%			India	40%
Peru	40%	France	16%			Indonesia	49%
United States	18%	Germany	21%			Japan	23%
		Greece	32%			Korea, Republic of	22%
		Hungary	46%			Malaysia	45%
		Ireland	41%			New Zealand	36%
		Italy	31%			Philippines	43%
		Netherlands	25%			Singapore	38%
		Norway	33%			Taiwan	37%
		Poland	16%			Thailand	49%
		Portugal	25%				
		Russian Federation	17%				
		South Africa	36%				
		Spain	28%				
		Sweden	39%				
		Switzerland	31%				
		Turkey	41%				
		United Kingdom	24%				



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