

TRACKERS ON AUTOPILOT

HOW TOLUNA MOVED REPORTING INTO THE FAST LANE



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WHAT WE'LL LOOK AT TODAY



01 **PRINCIPLES OF AUTOMATION**
More than just numbers

02 **THE TOLUNA STORY**
A case study

03 **LEVERAGING MORE**
Innovative ways of using automation further

04 **THE STRATEGIC BENEFITS**
What Automation can do for your business



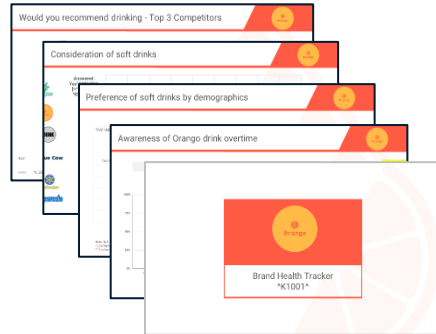
ABOUT US



- **Acknowledged MR industry leader** in Data Visualization, Online Dashboards and **Automated Reporting solutions**
- Winner of **numerous MRS/ASC awards** and HM The Queen's Award for Enterprise
- **24-hour** Global **support**



FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION



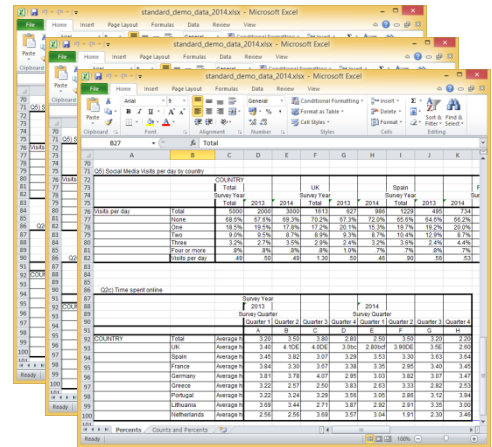
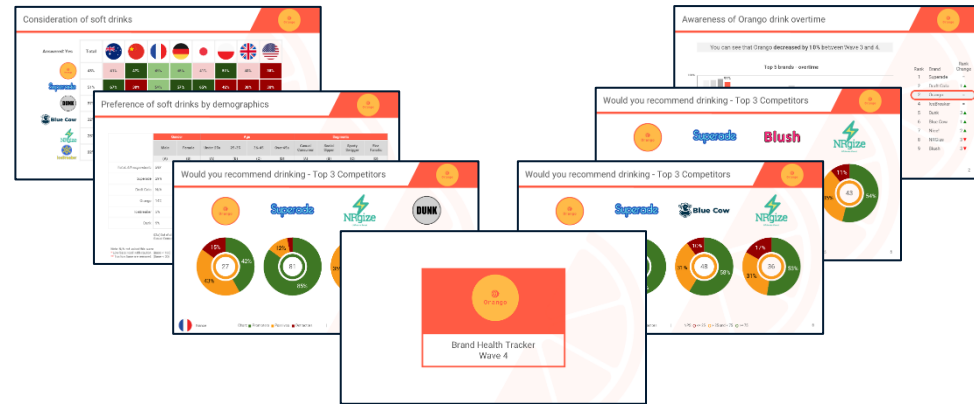
» Data pulled into your own existing template «



Google Slides



Google Sheets



Google Sheets



Tableau



TYPES OF PROJECTS



TRACKERS



MULTI COUNTRY



SEGMENTATION



CX SAT



01 What and why automation

02 Example project slides

03 Impact of automation

What to think about when automating



A simple checklist before choosing an automation path

1 What needs automating?

Identify repeatable tasks and outputs that follow a consistent structure.

2 Which files are involved?

Map input data sources and final deliverables: Excel, Word, PowerPoint or other formats.

3 What is the current process?

Document manual steps, hand-offs and points where data is copied into outputs.

4 How much time will it save?

Estimate time before and after automation to prioritize the highest-impact work.

Tip: involve researchers and data-processing teams early so the automated output is built around the real workflow.

The dream product

Common concerns...

“It’s not giving me the final output I desire.”

“If I still need to hand edit, how can this save time?”

“I want it to do everything.”

A more useful question

How much of the reporting can be automated to realize the optimal value in time, efficiencies and cost savings?

The goal is not removing every human touch. The goal is removing repetitive production effort so researchers can focus on analysis, storytelling and client impact.

Pre-Automation



Manual reporting production: reliable, but slow and effort-heavy



235 hours

Total hours across 9 projects



Hand entry

Copying values into client deliverables



Proofing burden

Checks to catch manual production errors

Typical pre-automation workflow

01

Receive data

Only start when final data arrives



03

Copy numbers

Values are typed or pasted line by line



04

Proof output

Checks before delivery



05

Deliver report

Report goes to stakeholders

The issue: production effort takes time away from analysis, creativity and insight generation.

Post Automation



Automated reporting production: faster, cleaner, and ready to scale

 **30 hours**
to complete all 9 projects

 **87%**
average time saving

 **Client-ready**
Produces final report in
the client's template

What changes after automation

 **No hand entry**
Manual typing and repeated copy/paste are
removed.

 **Optimal accuracy**
Less manual handling means total accuracy.

 **Quicker delivery**
Reporting turnaround moves from days to hours.

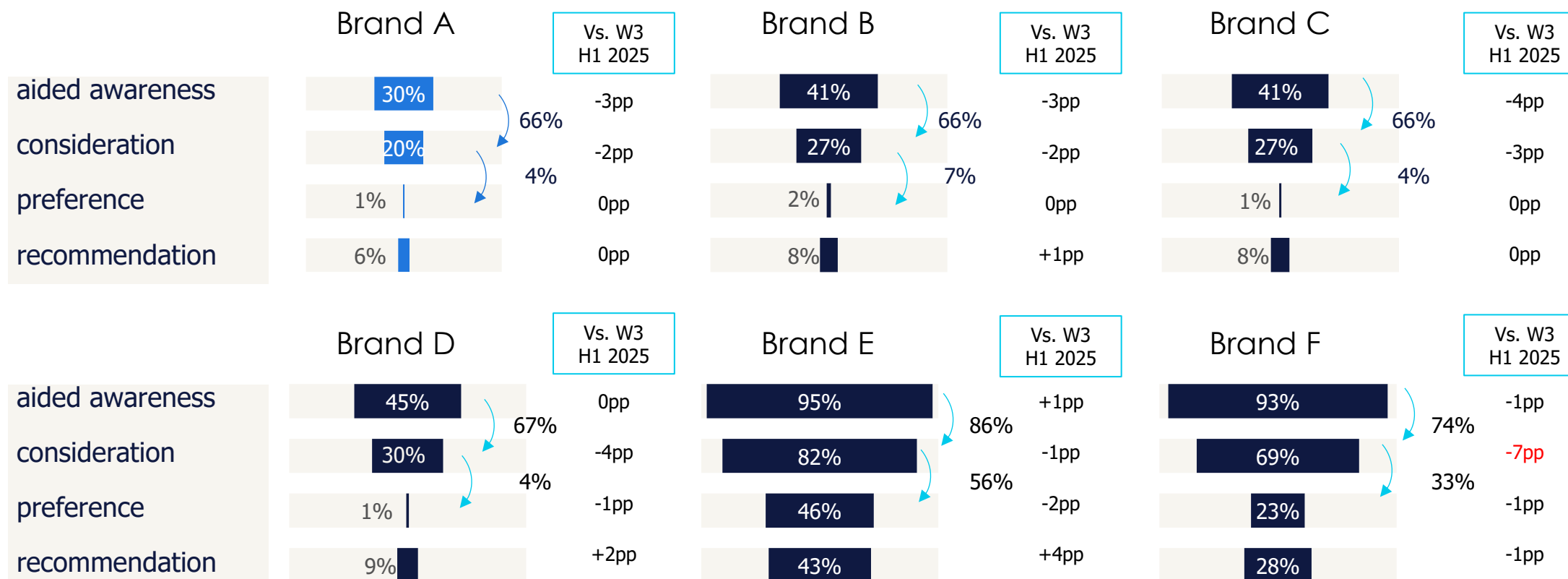
 **More insight time**
Researchers focus more on additional analysis
time and greater client value.

The outcome: faster production, better consistency and improved reporting scalability.



Some Example Outputs

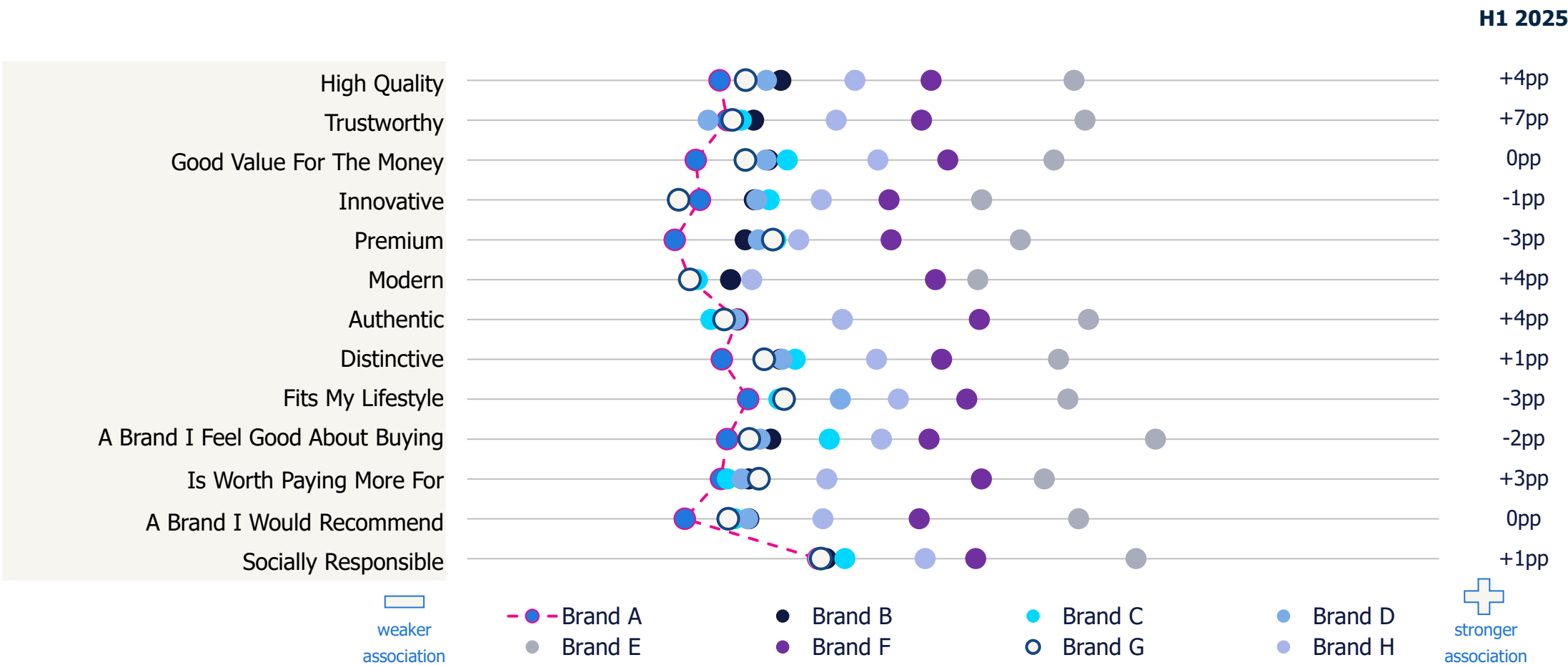
Brand Funnels



Q: Question text can be pulled if it is in the tables.

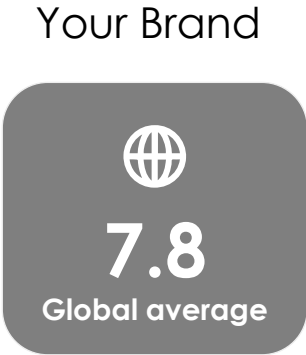
Base : All Respondents (n=604) % / % significant change compared to previous wave.

Brand Image Association

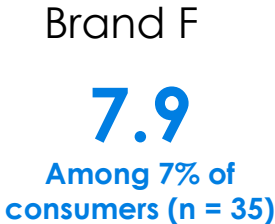
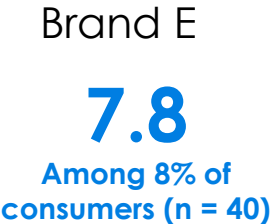
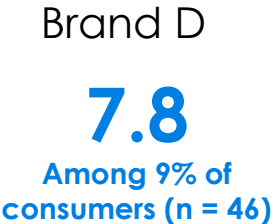


Q: Question text can be pulled if it is on the tables.
Base: All respondents aware of brands (n=182, 250, 247, 273, 576, 559, 157, 478)
% / % significant change compared to previous wave.

Last experience in store



Highest Experience



Recap: shoe wearers



Who the buyers are

Fashion Forward	12%
Young Style	3%
Smart Style	13%
Always Comfort	23%
Sharp Style	14%
Innovators	11%
Neat & Simple	24%



What they are looking for

Comfort	68%
Value for money	66%
Feet health	59%
Style / Trendy / Fashionable	43%
Promotion / Discount / Special offer	37%
Brand	34%
Affordability	25%



Why they purchase

47%	For the new season (e.g., winter, summer)
46%	For good price/promotion
40%	Need to complete an everyday outfit



Where they shop

mostly) Offline	53%
Neutral	38%
(mostly) Online	9%



Where they seek information

45%	Shoes in a store - seeing, touching, testing
31%	Talking to friends, colleagues, family
23%	Marketplace e-shop e.g. Amazon, eBay



How often they purchase shoes

Once per 2-3 months

Bought on average **3.42** pairs of shoes in the past 12 months

31%
Brand A buyers



Reporting automation impact

Total results from automating 9 projects and 104 reports



Projects

9

total studies automated

Reports

104

total reports produced

Slides automated

5,518

total slide output

Before Automation

31 days

working days of effort

After Automation

4 days

working days after automation

Avg. time saved

87%

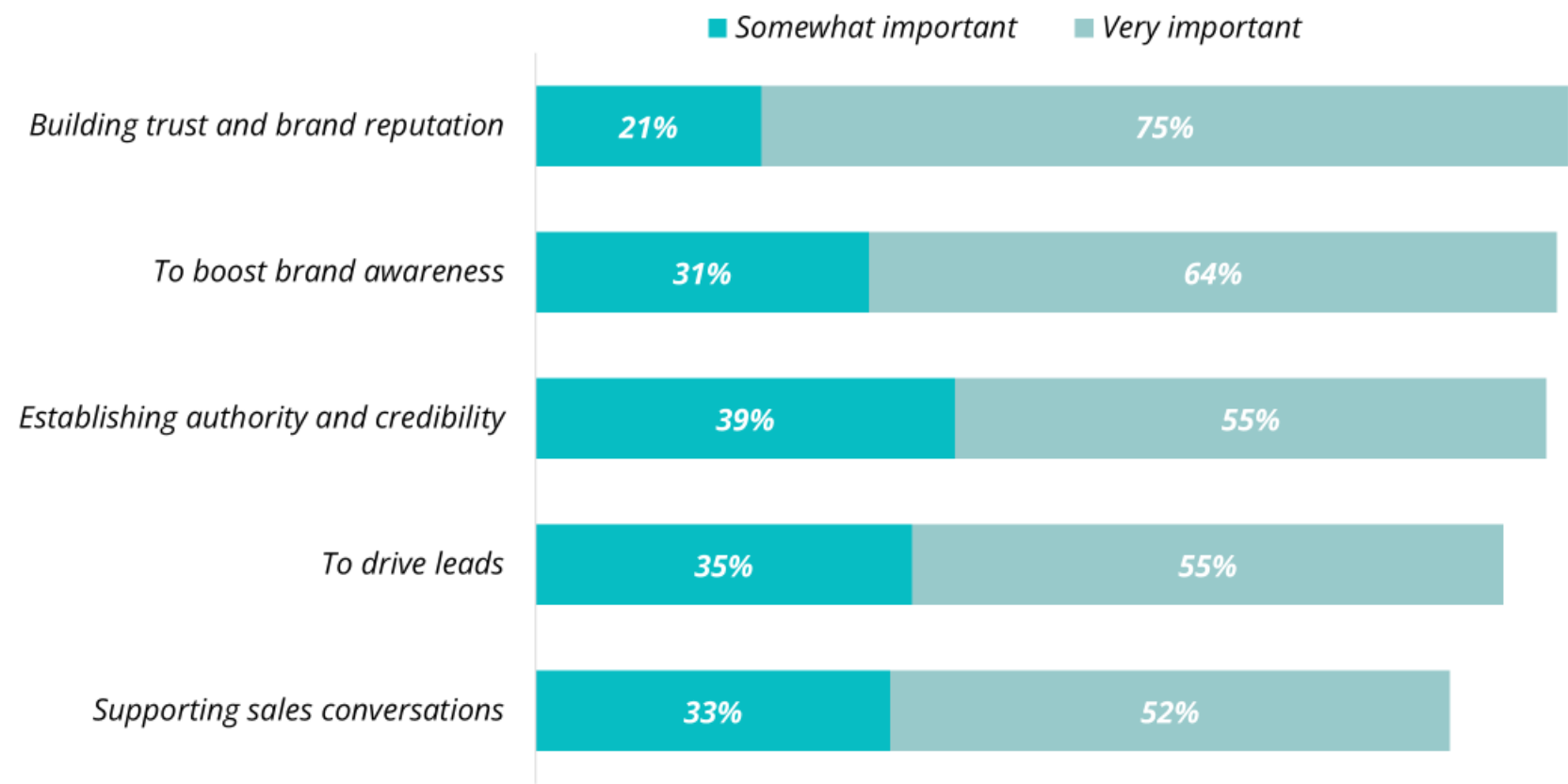
average production reduction

Net impact: 27 working days returned — 87% average time saved

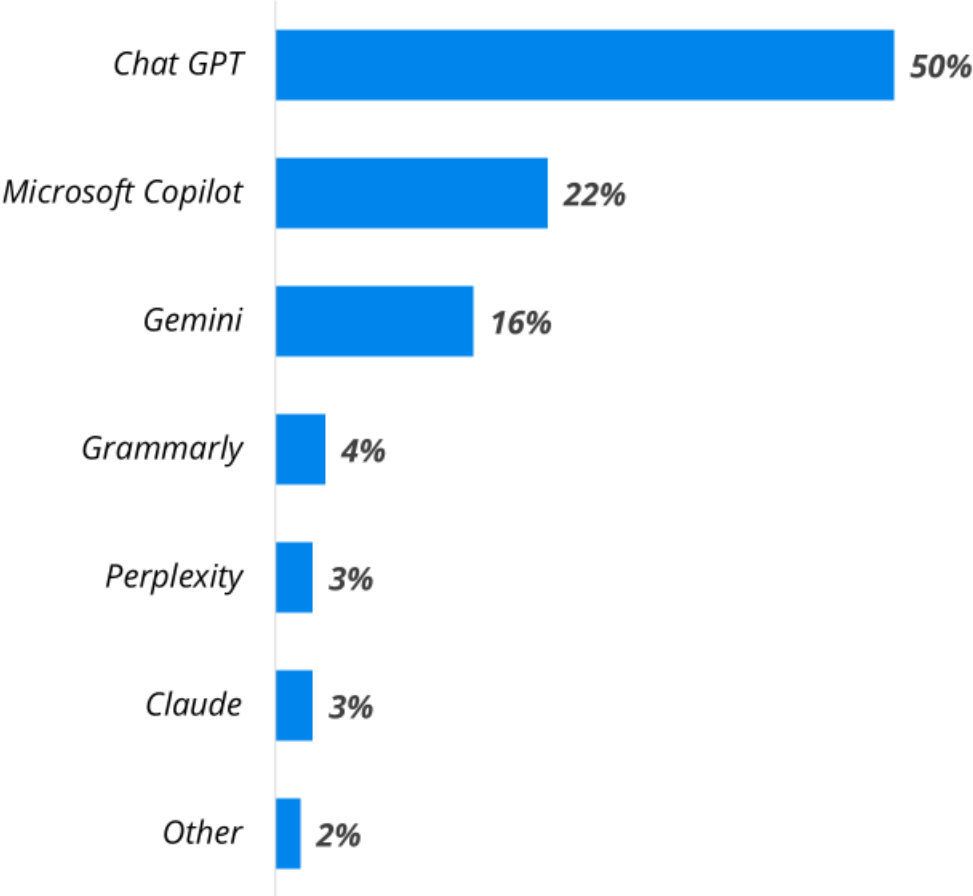
AI ANALYSIS - AUTOMATED



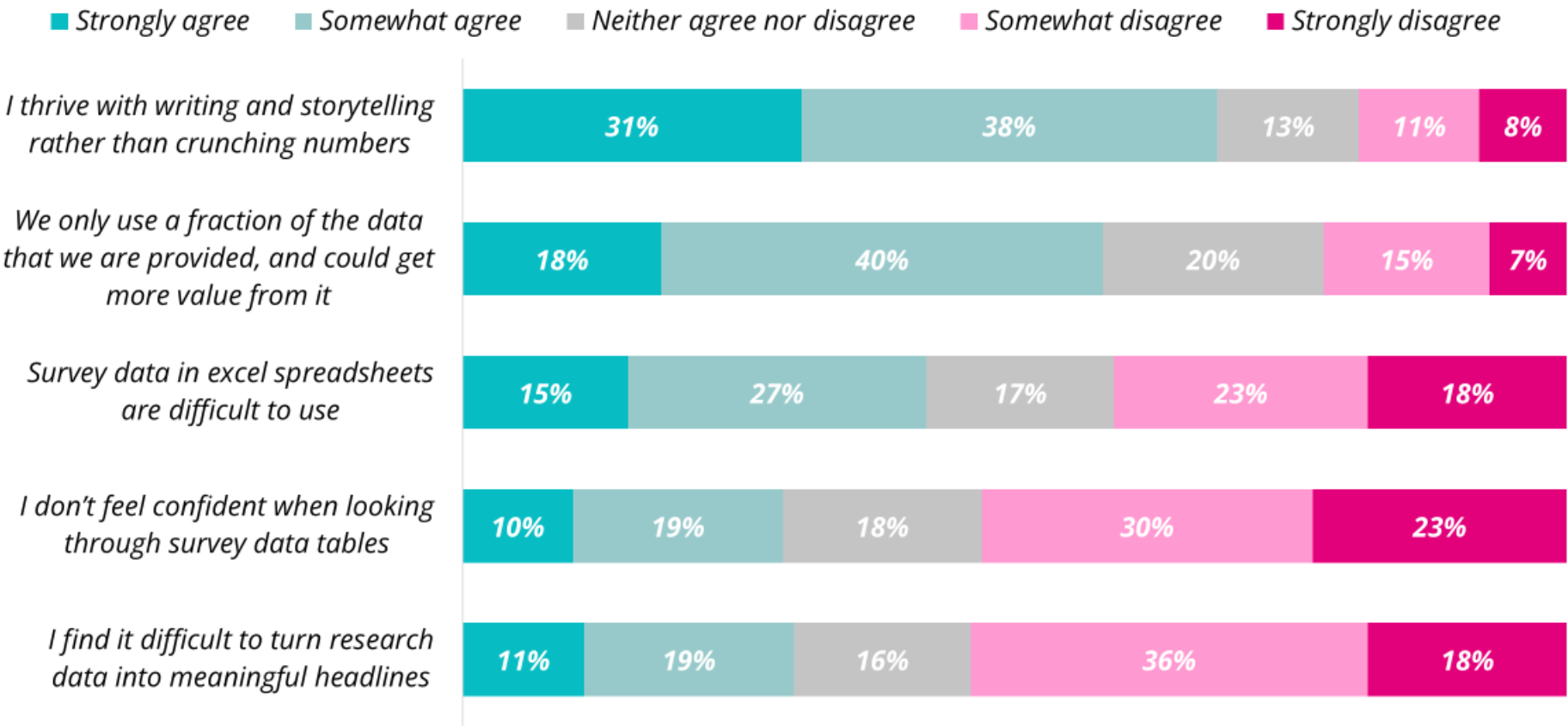
Nearly all marketers see research-led thought leadership as vital for boosting brand awareness (96%), building trust and brand reputation (96%) alongside authority and credibility (94%).



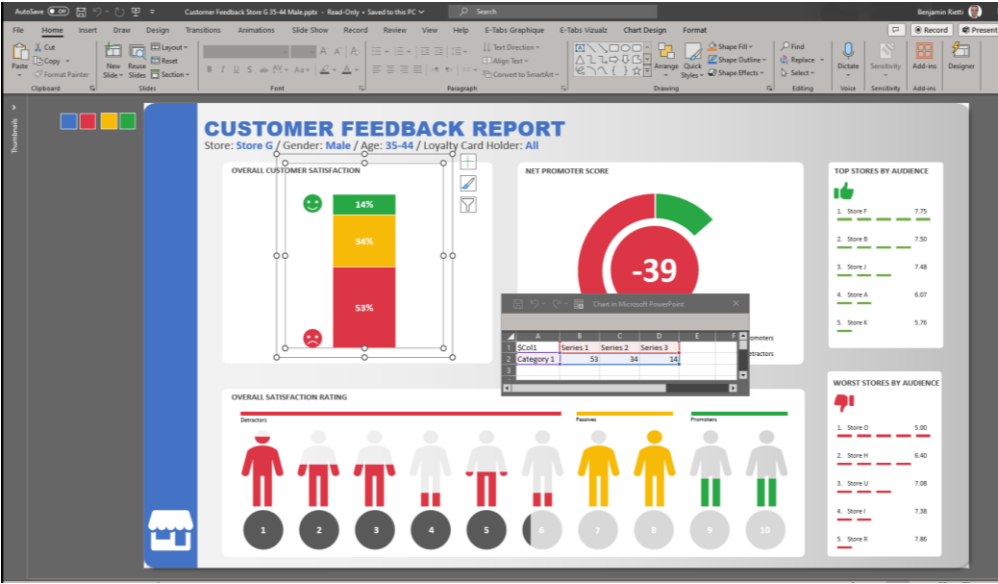
Chat GPT is the most used AI tool for data analysis, with 50% of respondents using it, followed by 22% using Microsoft Copilot.



68% of respondents agree they thrive with writing and storytelling, while 58% feel they only use a fraction of the data provided.



LEVERAGING MORE FROM AUTOMATION



HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

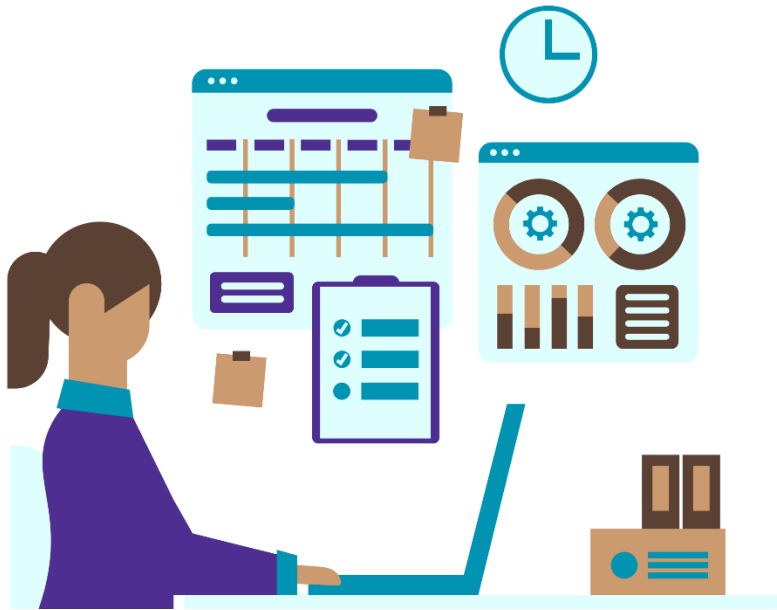


E-TABS BUREAU SERVICE CAN AUTOMATE FOR YOU

- Give us your template, tables and instructions
- Any project –PowerPoint, Google Slides, Excel +
- We set-up and then update each wave/market

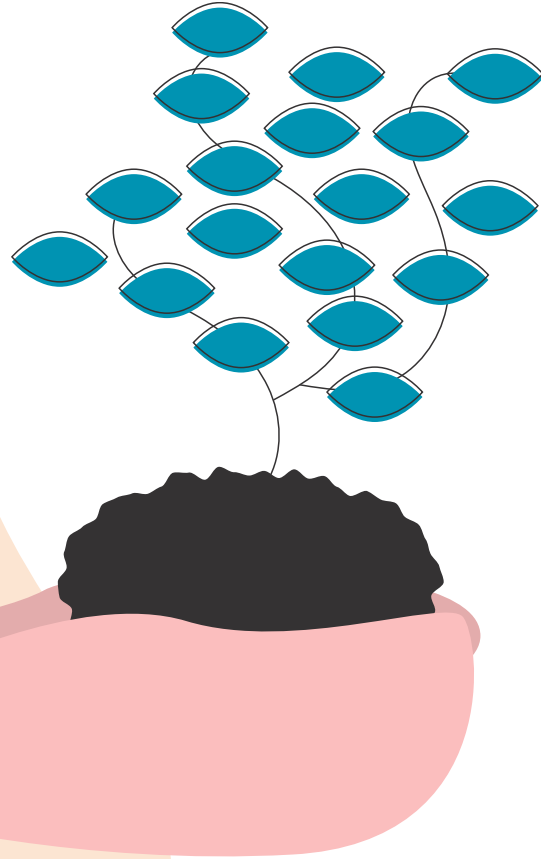


HOW TO ENGAGE WITH E-TABS FOR AUTOMATION



E-TABS ENTERPRISE SOFTWARE SUBSCRIPTION

- We provide the software, training and support
- Automate everything – Google, PowerPoint, Excel +



STRATEGY FOR GROWTH

- Creates opportunity for **added value**
- Creates time for more **insights**
- Creates options for **more revenue**
- Builds stronger client **relationship**
- Increased employee **satisfaction**

ANY QUESTIONS?



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