



Toluna Acquires MetrixLab

May 17, 2023

London – May 17, 2023 – Cooley advised Toluna, a global insights technology and panel provider, in its acquisition of MetrixLab, a market research and insights leader from Macromill. Lawyers David Bresnick, Natasha Kaye and Harry Calkin led the Cooley team.

Toluna's global insights capabilities will increase through the addition of MetrixLab's scientific methodologies and human intelligence-powered solutions. The acquisition is expected to close June 1, 2023. Macromill will become a minority equity shareholder in Toluna after the acquisition. Cooley previously advised Toluna on its acquisition of GutCheck in October 2022.

Toluna empowers top brands and agencies to conduct research without limits by unifying the best technology, research science, global panel and made-to-measure service to scale their business.

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