

IPSOS CUSTOM PANELS

CLASSIC

Using an Ipsos Classic Custom Panel ensures that the client has their own proprietary platform with sole access including customized portal features.

Core Features

- At least one year in contract length
- Full panel set up and includes a customizable templated portal design
- All research activities are available as needed on an ad hoc basis
- Ipsos Client Service is the lead research consultant – however the client may still create questionnaires and do their own analysis if desired
- ICP provides project management support for research activities, fitting to panel scope of work
- Full direct access to reporting and data tools
- Includes extended panel management support services and activities:
 - Panel Strategy
 - Panel Set Up and Recruitment
 - Metrics and Health Reporting
 - Panelist Support
 - Incentive Management

Benefits of a Classic Panel



Customization of the panel portal and communication templates to meet each client's individual branding needs – look, feel, and tone and imaging



Quarterly member engagement activities, fully managed by ICP



Includes customizable research packages at a discounted pre-paid rate



Ideal solution for either client-supplied sample **or** externally recruited sample **or** combination of both



Option to add **panelist mobile app** capability

Log in to our demo site to see our Capabilities! • <http://ipsoscustompnl.com>