

# IPSOS CUSTOM PANELS

## ENHANCED

Our most intensive offering, Ipsos Enhanced Custom Panels provide a client with their own proprietary platform with sole access and our highest levels of portal customization and member engagement.

### 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
- ✓ ICP is the main client liaison for full coordination of all panel and research activities
- ✓ Ipsos Client Service provides research consulting as needed to produce research deliverables such as data tables, charts and data visualization
- ✓ 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 an Enhanced Panel



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



**Monthly member engagement** activities managed by ICP, which can include panel-wide discussions



Includes customizable research packages at a discounted pre-paid rate



Can include Facebook and other **social media integration** as well as the inclusion of outside links



Includes **panelist mobile app** capability



Offers the production of **customized deliverables** such as data tables, charts and data visualization (ICP)

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