

IPSOS CUSTOM PANELS

EXPRESS

An Ipsos Express Custom Panel is built on a shared platform. It has the benefits of being proprietary to a single client but provides cost savings through infrastructure that is shared between other Ipsos panels.

Core Features

- ✓ Can be active within one month
- ✓ Uses existing panel portal templates, with limited custom branding
- ✓ Primarily survey-focused, with opportunities for added point-in-time qualitative activities
- ✓ All research activities are available as needed on an ad hoc basis
- ✓ Full direct access to reporting and data tools
- ✓ Best suited for non-client, ICP- sourced sample
- ✓ Includes the standard ICP panel management activities:
 - Panel Set Up and Recruitment
 - Metrics and Health Reporting
 - Panelist support
 - Incentive management

Benefits & Uses of an Express Panel



Reduced panel platform cost, as the fee is shared by multiple parties



Can be active within **one month** as it is built within existing templates



Ideal for **short term panels** (6 months or less), but can also accommodate longer term needs



Includes customizable research packages at a discounted pre-paid rate



The perfect solution for a client with a **short term or project-specific need** such as a proof of concept



Best solution for clients with a **limited budget** or **when several clients would like to share the costs** of building a panel focused on a low incidence target

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