



Press Release

Ipsos launches Connect:Digital, in Partnership With Moat, to help brands understand their digital communications performance

Ipsos Connect expands digital offer with a new solution that allows brands to optimize creative, maximize brand impact and minimize media spend

New York, NY, March 23, 2017 — Digital platforms have put users firmly in control, allowing them to skip, scroll or avoid advertising altogether. Recognizing this, Ipsos has launched Connect:Digital in combination with Moat measurement to help clients understand if their digital ads both earn the right to be viewed and build brand desire.

Connect:Digital is a new, holistic approach to pre-testing digital ads that combines creative impact measures with digital trading measures, enabling brands to redefine paid view criteria and ensure meaningful brand outcomes. Connect:Digital brings Ipsos Connect's expertise in creative testing together with viewability and attention metrics from Moat, the leader in attention measurement and analytics.

Connect: Digital uses programmatic ad technology to insert test ads into a live digital platform while users are browsing. As users are able to choose the content and ads they want to view, they can choose to view, skip, or scroll away at their leisure. Time and percentage in frame viewed for each ad is measured passively; behavioral results are integrated with a brand survey served after the viewing. This combination of viewing behavior with survey results enables brands to evaluate how long the ad needs to be viewed to drive the desired brand outcomes.

"Digital advertising is currently being traded leveraging minimum criteria defined by view metrics. These arbitrary thresholds may or may not lead to effective communication," says Peter Minnium at Ipsos Connect. "We believe that brands should be able to set the right viewability thresholds that will help them achieve their campaign objectives. Why buy viewable impressions if the creative still hasn't delivered an effective outcome? With Connect:Digital brands can better manage their creative and media buy to ensure they achieve their business objectives."

"Across the board, brands are looking for better ways to connect the dots between viewability, time spent, attention, and brand effectiveness," said Jonah Goodhart, CEO and Co-Founder of Moat. "Moat has been working to bridge this gap. By providing brands the opportunity to test their campaigns with Connect:Digital, we're offering them the information they need to make better, more informed media decisions."

Connect:Digital allows brands to identify the right ads, the right formats and the right amount of view time to drive the right brand impact. For more information, reach out to your local Ipsos Connect contact.

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Press Release – continued –

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About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 88 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

About Moat

Moat is a New York-based SaaS analytics company focused on building products for brand advertisers and premium publishers. Their offerings include Moat Analytics, an attention measurement platform that provides insights on ad campaigns for publishers and advertisers, and Moat Pro, a real-time ad intelligence platform for marketers, publishers, and agencies. The company was founded by Jonah Goodhart, Noah Goodhart, and Michael Walrath. The serial entrepreneurs had previously partnered together to launch Right Media, which was acquired by Yahoo! in 2007. For more information on Moat, please visit <http://www.moat.com>.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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