



Ampario Overview





Online Sample Sources

Definition, similarities and differences

PANEL	NON-PANEL (RIVER SAMPLING)
Pre-recruited group of individuals or households who have agreed to take part in online surveys	Internet respondents available to take surveys, but not necessarily willing to join panels
Representative samples can be pulled	Representative samples can be delivered if managed in the right way
Extensive pre-identified information is available	Limited pre-identification is available



Ipsos' brand name for non-panel sources & in some cases untargeted panel sources (when reallocation is used).

Ampario sample can be desktop or mobile.



The Ipsos access to respondents

Capabilities needed to conduct **online and mobile research** anywhere in the world where internet and mobile penetrations and usage allow it.



4,7 millions in 48 countries, one of the **largest panels in the world**.

+15 years experience in panel expansion.

Strong systems in place to ensure the **highest quality online** research.

Internal coverage extended through **online preferred panel partners**.



Extends sample reach and representivity

Increases sample capacity by accessing an **vast pool of desktop & mobile respondents**

Provides quality respondents to ensure accurate results.

When and How we use sample sources

Usage of each source depends on:

AVAILABILITY

of the profile
needed

COSTS

to acquire the
needed sample

SPEED

to access
sample and
complete survey

Each sample source is used to best serve business needs.



Why Ampario?

Increased representative sample capacity is needed

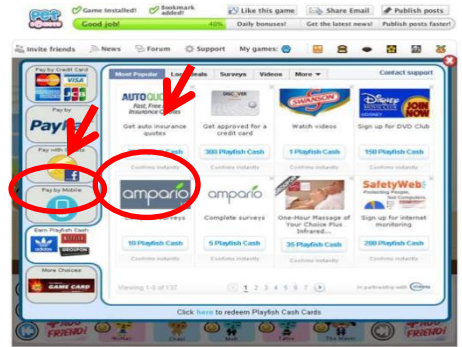
Better access to certain profiles difficult to recruit or keep in our panels.

Extend sample sources in countries where there are no panels capabilities.

Recruitment of Ampario sample



Ampario reaches out to various websites (social networks, gaming etc.) to help recruit respondents. Ampario creates a reward and bonus system that attracts new survey respondents through currencies that matter to them.



CORTEX

Router

Directly in a survey

Who are Ampario providers?

- Direct from website** – social media, gaming sites, reward sites, etc.
- Ad networks** – connecting us with websites that will host our advertisements for respondents
- Aggregators** – access to many websites through one central coordinator

Ampario demo:
<http://download.otxresearch.com/AmparioDemologo.wmv>

How Ampario works?

Ampario is connected to studies through **Cortex** (Ipsos proprietary field management system that also includes **the router**).

All IIS projects are currently in Cortex (through Next Workbench).

Ampario suppliers accept to plug sample in some countries ONLY IF a large number of surveys is available, to use traffic efficiently, by reallocation.

Therefore, Ampario sample is plugged in 2 ways to CORTEX:

INSIDE THE ROUTER (Reallocation)

- Cortex Standard screeners must be used
- Countries fielded currently: NA/ Latam

OUTSIDE THE ROUTER (Directly into a specific survey)

- Ampario respondents are sent to a specific survey
- Cortex standard screeners are helpful but **not a must**
- Countries fielded: all (except NA/ Latam)

KEY point!

To maintain & grow Ampario sample sources, Ipsos needs to plug in more projects. Otherwise, key sample sources cannot be used (suppliers restrictions)



Ampario Experience

Ampario feasibility & costs vary from country to country, sample requirements, and type of traffic. **Therefore, feasibility should be checked on project by project basis initially.**

NORTH AMERICA

EUROPE

LATAM

OTHER

Experience

+ 10 years

Launched in 2014

+ 10 years

Early stages

Surveys 2014

+ 1 300

+ 80 studies

+ 200

+ 50

Countries fielded in 2014/2015

US, CAN

UK, RUS, PL, BE, FR, NOR, DE, IT, SP

ARG, COL, CR, EC, MX, BRA, ARG, PE, VEN,

KSA, UAE, AUS, IND, JAP, PH, SIN, TW, TH, VN



Is Ampario reliable?

Consistency

Respondents **mirror general population** on key behaviors, and attitudes.

Replicability

Ampario sample is **stable and leads to similar results** over time

Accuracy

Sample sources are controlled with **quotas in field**

Representitvity

With quotas, sample is representative on key demographics.

Multiple parallel tests have been run by IIS NA to better understand Ampario profiles.

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