

OMNIBUS

Fast, cost-effective, expert market research you can trust

NOW IN
DIY MODE

An end-to-end solution designed to meet your needs on speed, price, sample representativeness and geographical coverage

OUR OMNIBUS PROVIDES:

Fast answers
Reliable data via smart deliverables
Research expertise whenever required
Value for money

Shared-cost survey vehicle launched daily or weekly (depending on market) to nationally representative samples in 100+ markets.

Delivery of accurate, up-to-the-minute insights you can count on.

Selection of the best data collection method for your target market(s) and specific objectives.

Every question is validated by a research expert and researcher assistance is available at any stage(s).

IDEAL SURVEY VEHICLE TO:

- ▶ Get answers to burning questions, last-minute checks
- ▶ Evaluate impact of market/political/societal activities
- ▶ Assess market sizing/target profiling
- ▶ Run pre-post measurement, barometer
- ▶ Coordinate a syndicated/multi-client approach
- ▶ Gather insights for publication



REPRESENTATIVE, ROBUST SAMPLE

1,000 and 2,000 respondents
Ipsos network of validated, highly engaged, well-profiled respondents
Many defined quotas



FAST TURNAROUND

From 24hrs
Daily/weekly waves
Rapid fieldwork
DIY and automated process



MULTI-MODE MULTI COUNTRY

Online/Face to Face - CAPI/Telephone - CATI
100+ markets
International coordination



EXTENSIVE DATA

Results on a variety of socio-demographic criteria



USER-FRIENDLY DASHBOARDS

Direct access to your data
Reporting tool with PPT and XLS export



TAILORED SERVICE

From full client engagement to Do-it-Yourself mode
Expert support available at any stage(s)

GAME CHANGERS



OMNIBUS

in DIY or DIY assisted mode

Get answers to your business question(s) more quickly and cost-effectively than ever, without compromising on quality.

Omnibus is available in DIY and DIY assisted mode in Australia, France, Germany, Italy, the United Kingdom and the United States.

The Ipsos DIY Omnibus is highly intuitive, empowering users to submit their question(s) quickly and easily in a simple three-step process.

Every question is validated by a market research expert and assistance is available at any stage(s). Regardless of your level of research experience, you can be confident that your question(s) will deliver accurate, quality market intelligence you can trust.

The confidential results, delivered with extensive socio-demographic criteria, are accessible immediately on fieldwork completion (within 24 hours of survey launch) on a user-friendly, customisable dashboard (with PowerPoint and Xls exports).

1 DESIGN YOUR STUDY



- Specify your field country, number of questions
- Integrate your question(s) via our questionnaire builder
- Submit for validation/ advice

2 PAY AND LAUNCH



- Review details & price
- Confirm payment via invoice or pay with credit card
- Launch your survey

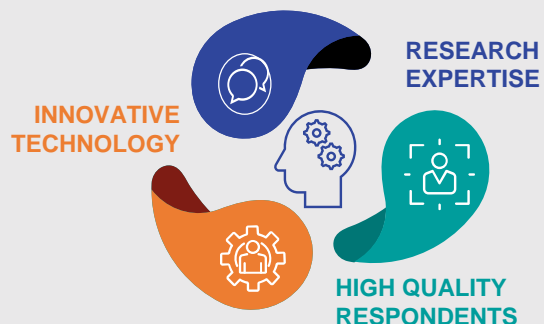
3 ACCESS DATA VIA THE DASHBOARD



- Customize charts and dashboard content
- Export results in PPT, PDF, Xls or SPSS
- Create additional crosstabs using the Table Builder

DIY Omnibus is available on the Ipsos.Digital platform, which combines the **three essential assets of successful DIY market research**:

<https://www.ipsos.digital>



For more information or to request a demo, please contact our team at: omnibus@ipsos.com

GAME CHANGERS

