UNCOVER HOW PEOPLE SEARCH, CONSIDER AND DECIDE

with Ipsos Digital Footprints



What truly drives customers' discovery, consideration and purchase decisions online?

What are the key online influences in your customer journey?

What can you learn from your competitor's conversion funnel?

How is AI impacting your customers' purchase journey?

Gain unique, comprehensive insights into your audience's customer journeys and their key digital touchpoints.

Ipsos Digital Footprints uses secure, consent-based passive measurement technology to capture **real-world consumer behaviour across digital devices, 24/7**. By capturing website and app usage, search activity and GenAI interactions, it provides a complete view of how people discover, evaluate and decide.

Trust what you see: Base decisions on what people actually do online and not on what they say they do

Understand the full digital ecosystem : Capture consumer journeys across competitor websites, retail platforms and emerging GenAI environments

Measure GenAI influence: Understand how AI-powered tools are shaping discovery, consideration and purchase behaviour

Ready to unveil new opportunities in digital journeys?
Contact Toby.Crisp@ipsos.com

WHY IPSOS DIGITAL FOOTPRINTS

Proven Passive Measurement Expertise: Trusted behavioural insights backed by Ipsos' know-how

Always on: Real-time trends and historical consumer journey data

Consistent multi-market scale: Standardised measurement across 30+ countries

Flexible integration: Standalone or survey-integrated behavioural data

© Ipsos 2026