

PARTNER WITH IPSOS TO TEST YOUR NEW LAUNCHES WITH CONFIDENCE

Ipsos is an expert in innovation testing for lottery games, helping at any stage of the development lifecycle. Find out how we can help you get the most out of your product portfolio.

SCRATCH TICKET TESTING

VANTIS offers an intuitive and scientifically validated database approach to improve success potential of a new launch.

Experience **VANTIS** with our limited time program to test 5+ concepts at-cost

OPTIMIZE YOUR GAME PORTFOLIO

Ever wondered what would be the impact of a new \$50 ticket to your overall portfolio? With **Optimix**, you can understand the interactions between price points and study the impact of change across your scratch card portfolio

HOW WE DO IT

PRIORITIZE THE BEST TICKETS

Using our trademark solution based on behavioral science, **DUEL** is a fast, easy and cost-effective way to test a wide number of stimuli and separate the high potential products

GET YOUR PLANOGRAM RIGHT

Is your planogram design helping you to achieve your goals? Ipsos' **Planogram Testing** presents a scientifically validated, behavioral science methodology to test your planograms and maximize your revenue potential

Interested? For further details contact:

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